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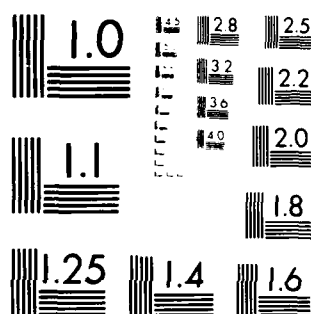
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<p>This volume presents supplementary tabulations for the 1986 YATS II. These tabulations show the distributions of responses to the questions asked during the 30-minute telephone interview for the study. The interpretive analyses appear in a companion volume, <u>Youth Attitude Tracking Study II: Fall 1986</u>. In addition, highlights of the interpretive analyses are in <u>Highlights: 1986 Youth Attitude Tracking Study II</u>.</p> <p>Included in this document are:</p> <p>Definitions and organization of data tables</p> <p>Tabular content</p>			
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Questionnaire skip patterns and study respondents

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YOUTH ATTITUDE TRACKING STUDY II
Supplementary Tabulations of Data Collected
in the Fall, 1986

Robert M. Bray
Nancy M. Ostrove
Cheryl Whitacre

RTI/3624/06-01FR
February 1987

This report has been prepared for the Directorate for Accession Policy, Office of the Deputy Assistant Secretary of Defense (Military Manpower and Personnel Policy) [(ODASD)(MM&PP)(AP)] under Contract Number MDA903-86-C-0066 expiring April 9, 1987. The Research Triangle Institute (RTI) has been the contractor for this study with Jay R. Levinsohn, Ph.D. and Robert M. Bray, Ph.D., serving as project directors.

The views, opinions, and findings contained in this report are those of the authors and should not be construed as an official Department of Defense position, policy, or decision, unless so designated by other official documentation.

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INTRODUCTION

Effective targeting of recruiting efforts requires that the Department of Defense understands the backgrounds, attitudes and motivations of young men and women, and their intentions to serve in the military. In the past, two survey series provided data on these issues: the Youth Attitude Tracking Study (YATS) and the Reserve Component Attitude Study (RCAS). The Youth Attitude Tracking Study II (YATS II) is a reconfigured survey begun in 1983 that merges the former YATS and the non-prior service portion of the RCAS into a single study.

This volume presents supplementary tabulations for the 1986 YATS II. These tabulations show the distributions of responses to the questions asked during the 30-minute telephone interview for the study. The interpretive analyses appear in a companion volume, Youth Attitude Tracking Study II: Fall, 1986. In addition, highlights of the interpretive analyses are in Highlights: 1986 Youth Attitude Tracking Study II.

Definitions and Organization of Data Tables

Respondents. Respondents to the 1986 YATS II were drawn from four market groups:

- Young Males aged 16-21,
- Older Males aged 22-24,
- Young Females aged 16-21, and
- Older Females aged 22-24.

Consistent with past YATS surveys, eligible individuals had no prior or current military service and were not beyond the second year of college. Analyses are based on interviews from 5,382 young males, 1,068 older males, 3,191 young females and 1,102 older females

In 1986, there were two changes in the market groups that were studied. First, the older male sample consisted of 22-24 year olds, in contrast to a sample of 22-29 year olds from 1983-1985. Consequently, results for the older males from the present study are not directly comparable to results for 22-29 year olds from the 1983-1985 waves of the study. Second, data collection from females aged 22-24 was initiated in 1986. This group was not included in any YATS II data collection in years prior to 1986.

Tabular Content. Data tables for the 1986 YATS II survey present two types of information:

- Marginal response distributions for each market group, and
- Cross tabulations of questions with the key analysis variable of "composite propensity to serve in the military."

Responses cross tabulated with propensity are presented separately for each market group.

The 1986 YATS II survey assessed propensity to serve in the active military and propensity to serve in the Reserve Components (defined below). To provide maximum information about each type of propensity, tabular results are presented in two parts, one part showing active propensity and the other part showing Reserve propensity. In Part 1 tables, propensity refers to composite propensity to join the active Services; in Part 2 tables, propensity refers to composite propensity to join the National Guard or Reserves.

Measurement of Propensity. The term "propensity" refers to the self-reported likelihood of a respondent enlisting in the military. Composite Active Propensity is based on four questions assessing the likelihood of serving in the Army (Q510 in the questionnaire), the Navy (Q513), the Marine Corps (Q512), or the Air Force (Q511).

These questions were asked with the following format:

Now, I'm going to read you a list of several things which young (men/women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

How likely is it that you will be serving on active duty in the _____ (Army, Navy, Marine Corps, Air Force)? Would you say

Definitely,
Probably,
Probably not, or
Definitely not?

Composite Active Propensity is constructed as the most positive response given to the four questions. For example, an individual who indicated that he would "probably enlist" in the Army, but "probably not enlist" in the Navy, the Air Force, or the Marine Corps was assigned a value of "probably enlist" on the Composite Active Propensity measures. Respondents with values of "definitely enlist" or "probably enlist" on the composite measure are defined as having "positive propensity." Respondents whose values on the composite measure were "probably not," "definitely not," "don't know" or "refuse" are defined as having "negative propensity."

The 1986 YATS II survey also assessed Reserve propensity based on two questions--one about joining the National Guard (Q505) and the other about joining the Reserves (Q507). The questions were as follows:

How likely is it that you will be serving in the _____
(National Guard or Reserves)? Would you say

Definitely,
Probably,
Probably not, or
Definitely not?

A Composite Reserve Propensity measure was formed from these two items and was constructed in the same manner as the Composite Active Propensity measure.

Composite Reserve Propensity computed for the 1986, 1985 and 1984 YATS II tables differs from the Composite Reserve Propensity measure computed for the 1983 YATS II tables. The former are based on the two items noted above whereas the latter is based on six items used in the Reserve Component Attitude Study (RCAS). Thus, results of Reserve propensity in 1983 are not directly comparable to those for 1984-1986. In contrast, Composite Active Propensity is based on the same items for the four years and results are comparable.

Table Format

The Supplementary Tabulations provide information about the distributions of responses for the 1986 YATS II questions. Tables present percentages based on the sample data weighted to yield population counts.¹ Additionally, the bottom row of the tables shows the actual number of respondents on which the weighted estimates in the columns are based. These numbers can be used, roughly, to judge the relative reliability of the estimates; estimates based on small numbers of respondents are less reliable than those based on larger numbers.

Because of considerable variation in the design effects associated with individual questions, generalized standard errors are not provided for the tables. Data from the tables should be used for determining how respondents reacted to individual questions or set of questions and for framing questions about issues that may be of further analytical interest. It is not appropriate to use these data to make comparison statements about significant differences.

^{1/} It is necessary to weight the sample results primarily because respondents were chosen with non-random selection probabilities based on the 1986 study's stratified two-stage sample design. In order to include respondents from less-populated areas (MEPS) to support reliable estimates and in order not to waste resources by questioning more respondents from heavily populated areas than are needed to make reliable estimates, sample members were selected with probabilities disproportionate to their representation in the population. Sample weighting basically multiplies the respondents by the inverse of their original selection probabilities to reestablish their impact on estimates proportional to their representation in the population. Then, within each MEPS, the weights are adjusted to account for nonresponding households and nonresponding eligibles identified in a household. In addition, the weights account for multiple households contacted using a single telephone number and for households that could have been contacted using multiple telephone numbers. As a result, the weighted percentages presented in this report are unbiased estimates of national percentages.

A maximum of 12 different subgroups appear in the tables. These are:

- 1) Young males with positive propensity.
- 2) Young males with negative propensity.
- 3) Older males with positive propensity.
- 4) Older males with negative propensity.
- 5) Young females with positive propensity.
- 6) Young females with negative propensity.
- 7) Older females with positive propensity.
- 8) Older females with negative propensity.
- 9) Young males overall (total of groups 1 & 2).
- 10) Older males overall (total of groups 3 & 4).
- 11) Young females overall (total of groups 5 & 6).
- 12) Older females overall (total of groups 7 & 8).

The labels specifying the propensity subgroups are abbreviated. Positive propensity within each market group is designated as "POS PROP" and negative propensity is represented by "NEG PROP." Some questionnaire items were asked only of specific market groups (e.g., older males). In these cases the tables have fewer columns.

Reading the Tables

In most cases, percentages in the tables are column percentages and sum to 100. A few tables, which are specially noted, summarize responses to questions that allowed multiple responses and, consequently, have varying totals. Percentages are within market group and level of propensity for the first eight columns. The four right-most columns present percentages within each market group as a whole. Care must be taken to interpret a percentage within the appropriate subgroup.

The table format used allows direct comparison of the different subgroups. For example, in Table Q404 on page 14, one can see that 58.5 percent of the older males report the 12th grade as their highest grade completed, whereas only 31.0 percent of the young males report the 12th grade as their highest. Similarly, for young males with positive propensity to serve in the active military, 20.2 percent report the 12th grade as the highest grade completed; for young males with negative propensity, 36.1 percent indicate the 12th grade as their highest.

It is important to interpret the column percentages correctly for positive and negative propensity and not to confuse them with row percentages. For example, in Table Q404, if the existing data for positive propensity were row percentages, the interpretation would be that among respondents whose highest grade attended is the twelfth grade, 20.2 percent of young males have positive propensity and 36.1 percent of young males have negative propensity. Clearly, these numbers do not add to 100 percent. Thus, care should be taken not to interpret the tables as if they represented row percentages.

Questionnaire Skip Patterns and Study Respondents

The 1986 YATS II questionnaire is very similar to the 1985 YATS II questionnaire (see cross reference in Appendix A) and was designed to obtain necessary information for the study and at the same time to minimize respondent burden. The latter was accomplished by use of skip patterns within the questionnaire. Thus, respondents only were asked items that were applicable based on their answers to other items. For instance, respondents who said they did not plan to attend school or a training program in the fall (Q407) were not asked about the kind of school in which they would be enrolled (Q408A). The latter question (called a "filtered" question) was asked only of the subset of individuals who were planning to attend school. Accordingly, the numbers of respondents to these filtered questionnaire items are smaller, and the percentages are based only on the relevant subgroup. Questions within a skip pattern can be identified by smaller numbers of respondents and, often, by a parenthetical remark in the table title. Skip pattern instructions appear in the questionnaire (Appendix B).

Parts 1 and 2 of the Supplementary Tabulations are based on the same questionnaire items (403-717) with the exception of one set of items, questions 554-582. Of these items, questions 554-563 apply only to active duty service and appear only in Part 1 tables. Similarly, questions 571-582 apply only to service in the Reserve components and appear only in Part 2 tables. The sample sizes for these subsets of items and for the total study appear below in Table 1.1. Note that except for young males on questions 571-582, all other items were asked of all respondents.

Table 1.1. Question Sets and Sample Respondents

Tabulation Part	Question Sets	Young Males	Older Males	Young Females	Older Females
All respondents	403-525 601-717	5,382	1,068	3,191	1,102
Active only (Part 1)	554-563	5,382	1,068	3,191	1,102
Reserve only (Part 2)	571-582	2,613	1,068	3,191	1,102

Note: Item numbers 526-553, 564-570, and 583-600 were not used in the questionnaire. Table entries indicate the total number of interviews for the question sets. Numbers responding to specific items vary due to missing data and questionnaire routing (skip) patterns.

Part I

Active Service Propensity Tables

The propensity measure used for the tables in this section is Composite Active Propensity. Composite Active Propensity is based on responses to questions regarding the likelihood of serving on active duty in the Army (Q510), Navy (Q513), Marine Corps (Q512), or Air Force (Q511).

The response options for each of the items are "definitely enlist," "probably enlist," "probably not enlist" and "definitely not enlist." Composite Active propensity is the respondent's most positive response to the four items about enlisting in the active military. For example, an individual who indicated that he would "probably enlist" in the Army, but "probably not enlist" in the Navy, the Air Force, or the Marine Corps was assigned a value of "probably enlist" on the Composite Active Propensity measure. Individuals with values of "definitely enlist" or "probably enlist" on the composite measure comprise the positive propensity category shown in the tables. Individuals with values of "probably not enlist," "definitely not enlist," "don't know" or "refuse" comprise the negative propensity category shown in the tables.

-----MARKET-----

13

Q484 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
POS	NEG	PROP	POS	NEG	POS	NEG	PROP	POS	NEG	POS	NEG	PROP	POS	NEG	TOTAL	POS	NEG	TOTAL	POS
(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
--RESPONSES																			
7TH GRADE OR LESS	1.0	0.4	0.6	0.4	0.3	0.2	0	0.9	0.6	1.3	0.2	0.8							
8TH GRADE	2.7	0.9	0	1.0	1.8	0.9	1.9	1.2	1.5	0.9	1.0	1.2							
9TH GRADE	12.1	4.7	2.5	3.4	9.2	3.5	5.4	3.2	7.1	3.3	4.2	3.3							
10TH GRADE	31.3	19.9	7.5	4.2	33.6	19.6	3.7	3.9	23.6	4.7	21.4	3.9							
11TH GRADE	28.2	25.5	13.1	8.0	24.8	25.8	17.0	6.5	26.3	8.7	25.7	7.0							
12TH GRADE	20.2	30.1	54.6	59.2	24.1	36.8	47.5	61.1	31.0	58.5	35.0	60.4							
COLLEGE FRESHMAN	3.9	10.6	13.1	15.8	5.4	10.8	15.0	15.8	8.5	15.4	10.1	15.7							
COLLEGE SOPHOMORE	0.2	0.6	1.0	4.4	0.5	0.7	3.4	4.6	0.5	3.9	0.7	4.5							
JUNIOR/COMM COLLEGE	0.1	0.3	0.7	0.8	0	0.5	0	0.5	0.3	0.9	0.4	0.5							
VOC/BUS/TRADE SCHOOL	0.4	0.8	0.8	2.8	0.3	1.5	6.1	2.4	0.7	2.4	1.4	2.6							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
--COUNT--	1722	3000	153	915	485	2786	58	1044	5382	1008	3191	1102							

Q486 - RESPONDENT DEGREES, DIPLOMAS OR CERTIFICATES

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
ABE	0.0	0.0	1.2	0.2	0	0.2	2.3	0.2	0.2	0.0	0.4	0.2
GED	1.0	1.0	0.4	3.0	0.0	1.7	3.4	3.0	3.0	1.0	4.3	1.0
HIGH SCHOOL	23.0	45.5	05.5	70.7	27.0	47.0	02.0	79.7	79.7	30.3	75.1	45.2
VOC/BUS/TRADE	2.0	3.0	9.0	10.0	2.0	5.5	21.3	12.2	12.2	3.0	10.7	5.2
OTHER DEGREE	1.5	2.2	2.7	2.0	2.0	2.4	1.3	4.0	4.0	1.9	2.0	2.4
---TOTAL---	-----QUESTION PERMITTED AS MANY AS 5 RESPONSES-----											
---COUNT---	1722	3000	153	915	405	2700	50	1044	5302	1000	3101	1102

Q466 - DO YOU HAVE HIGH SCHOOL DIPLOMA OR CERTIFICATE?

-----MARKET-----														-----MARKET-----																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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-----MARKET-----

--RESPONSES

YES	73.5	67.4	13.8	13.2	70.8	65.6	28.6	12.7	69.3	13.2	66.0	13.5
NO	25.6	32.1	84.6	85.6	23.4	34.6	71.4	87.2	30.6	85.7	32.7	86.4
DONT KNOW	0.9	0.5	2.2	1.0	6.6	6.4	0	0.2	0.6	1.2	0.5	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3660	153	915	465	2786	58	1644	5382	1688	3191	1162

Q408A - WHAT KIND OF SCHOOL WILL YOU BE ENROLLED IN?

--RESPONSES										-----MARKET-----							
YOUNG MALES				OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
POS	NEG			POS	NEG	POS	NEG	POS	NEG	TOTAL	POS	NEG	TOTAL	POS	NEG	TOTAL	
PROP	PROP			PROP	PROP	PROP	PROP	PROP	PROP	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	
(PCT)	(PCT)			(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	
1.0	1.7			5.5	0.7	1.2	7.2	3.7	1.5	5.5	1.2	4.1					
1.0	0.0			1.5	1.0	0.0	0	4.5	0.7	2.1	0.7	4.0					
80.3	60.1			2.0	70.2	61.0	0	0.9	60.9	2.3	63.5	0.0					
2.0	1.4			1.3	1.2	1.2	12.0	3.9	1.9	.7	1.2	4.9					
0.3	0.3			11.3	0.0	0.0	20.9	2.7	0.3	.0	0.0	4.0					
0.0	0.0			0	0.5	1.0	0	1.9	0.0	0.0	0.9	1.7					
0.5	1.1			3.2	10.0	0	0.1	0	0.9	9.0	0.1	2.7					
5.0	5.9			19.1	24.5	0.0	0.1	33.2	24.0	23.0	6.1	25.0					
3.9	11.0			39.5	20.5	5.7	13.7	38.3	9.0	30.1	12.5	37.0					
4.3	10.5			0.0	15.2	5.9	14.3	0	17.1	14.2	13.1	15.3					
0.0	0			0	0	0	0	0	0	0	0	0					
100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
1259	2471			21	129	305	1041	10	137	150	2140	153					

Q408B-408C - WHAT GRADE WILL YOU BE ENROLLED IN OCT 1986?

-----MARKET-----

-----MARKET-----

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS (PCT)	NEG PROP (PCT)		POS (PCT)	NEG PROP (PCT)		POS (PCT)	NEG PROP (PCT)		POS (PCT)	NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	

--RESPONSES

7TH GRADE OR LESS	0.1	0.2	0	0.8	0	0.1	0	0	0	0.2	0.7	0.1	0						
8TH GRADE	1.1	0.1	0	0	0.3	0	0	0	0	0.4	0	0.0	0						
9TH GRADE	1.9	0.7	0	0	1.6	0.7	0	0.6	0	1.1	0	0.9	0.5						
10TH GRADE	14.1	5.7	5.9	0.9	10.6	4.0	0	0.5	0	8.5	1.6	4.9	0.5						
11TH GRADE	37.7	26.0	4.2	1.5	41.3	25.5	14.4	2.4	30.0	1.8	27.8	3.7							
12TH GRADE	31.0	31.5	8.7	2.8	28.2	34.5	28.5	4.0	31.0	3.0	33.0	7.1							
COLLEGE FRESHMAN	6.1	20.2	19.0	28.0	9.1	10.9	23.9	36.0	15.4	26.8	17.5	35.3							
COLLEGE SOPHOMORE	3.3	11.0	25.0	23.0	4.3	11.5	15.0	24.6	8.3	23.3	10.5	23.0							
JUNIOR/CONV COLLEGE	0.5	0.8	11.7	7.5	2.1	1.4	0	9.7	0.7	0.1	1.4	8.7							
VOC/BUS/TRADE SCHOOL	3.5	3.8	25.5	35.4	2.5	3.4	10.2	20.9	3.0	34.1	3.3	20.0							
DONT KNOW	0.0	0	0	0	0	0.1	0	0	0.0	0	0.0	0							
REFUSED	0	0.1	0	0	0	0.0	0	0	0.0	0	0.0	0							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
--COUNT--	1248	2431	20	121	303	1820	14	132	3679	141	2123	146							

Q469A - WILL YOU BE ENROLLED PART-TIME OR FULL-TIME?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
FULL-TIME	98.0	89.1	32.0	31.2	89.8	87.8	22.1	32.9	89.4	31.3	88.1	31.8
PART-TIME	9.9	10.0	68.0	67.9	9.6	12.0	77.9	67.1	10.5	67.9	11.7	68.2
DONT KNOW	0.1	0.0	0	0	0.7	0.1	0	0	0.1	0	0.2	0
REFUSED	0	0.1	0	0.0	0	0	0	0	0.1	0.7	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1248	2432	20	121	303	1020	14	131	3080	141	2123	146

-----MARKET-----

21

Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1987-88?

-----MARKET-----

YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG					
PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)				
81.3	75.6	68.6	49.6	85.1	77.2	79.2	56.9	77.6	52.3	78.2	52.3	77.6	52.3	78.2	52.3	77.6	52.3	78.2	52.3	77.6	52.3	78.2	52.3	77.6	52.3	78.2	52.3				
16.5	22.5	29.4	48.6	12.6	25.4	13.7	46.9	28.6	45.4	19.4	45.2	28.6	45.4	19.4	45.2	28.6	45.4	19.4	45.2	28.6	45.4	19.4	45.2	28.6	45.4	19.4	45.2				
2.3	2.5	1.9	2.3	2.9	2.3	7.1	2.2	2.4	2.2	2.4	2.5	2.4	2.2	2.4	2.5	2.4	2.2	2.4	2.5	2.4	2.2	2.4	2.5	2.4	2.2	2.4	2.5				
0	0	0	0.1	0	0	0	0	0	0.1	0	0	0	0.1	0	0	0	0.1	0	0	0	0.1	0	0	0	0	0	0				
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
1722	3668	153	915	485	2786	58	1844	5382	1868	3191	1182	5382	1868	3191	1182	5382	1868	3191	1182	5382	1868	3191	1182	5382	1868	3191	1182				

--RESPONSES

YES

NO

DONT KNOW

REFUSED

--TOTAL--

--COUNT--

Q4108 - WOULD YOU LIKE MORE EDUCATION OR TRAINING AFTER 1987-88?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP	(PCT)	POS PROP	NEG PROP	(PCT)	POS PROP	NEG PROP	(PCT)	POS PROP	NEG PROP	(PCT)
YES	52.8	43.5	69.6	33.5	70.4	51.7	43.2	51.8	45.9	36.9	53.4	51.6
NO	39.2	49.7	25.8	66.0	19.8	42.8	36.6	43.9	47.6	56.8	46.8	43.6
DONT KNOW	8.0	6.8	4.7	6.5	9.9	5.5	20.3	4.3	7.1	6.3	5.9	4.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	326	895	47	454	59	628	13	494	1215	561	687	597

--RESPONSES

Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	OLD PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	OLD PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	OLD PROP (PCT)	TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
---RESPONSES---												
HIGH SCHOOL	32.4	17.7	7.3	3.4	29.8	17.6	3.7	2.9	22.6	4.1	19.3	3.8
VOC/BUS/TRADE	24.1	21.6	64.3	43.1	18.2	26.8	44.6	35.7	22.6	45.1	28.4	36.2
JR COLLEGE	13.9	16.8	13.6	26.9	19.7	26.5	28.3	35.8	15.6	24.5	28.4	35.4
COLLEGE	25.9	48.5	15.2	21.6	29.8	37.8	19.5	18.7	35.6	28.6	35.9	18.8
GRADUATE/PROFESSIONAL	8.8	8.8	2.1	8.9	8.5	8.9	2.6	1.7	8.7	1.2	8.9	1.7
DONT KNOW	3.6	3.6	7.6	3.6	2.9	3.2	1.8	5.1	2.3	4.5	3.2	4.9
--TOTAL--	188.5	188.5	188.5	188.5	188.5	188.5	188.5	188.5	188.5	188.5	188.5	188.5
--COUNT--	1574	3171	136	617	387	2484	58	887	4745	753	2871	857

Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
---RESPONSES---												
FULL-TIME	46.4	65.6	31.2	26.6	58.1	62.1	42.5	21.8	64.1	22.5	61.6	23.6
PART-TIME	37.5	31.8	66.6	77.9	39.9	35.8	57.5	76.4	33.5	75.8	36.3	75.4
DONT KNOW	2.1	2.5	2.9	1.5	2.1	2.1	6	1.8	2.4	1.7	2.1	1.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1073	2626	127	599	273	2642	48	781	3693	726	2315	829

-----MARKET-----

28

-----MARKET-----

27

-----MARKET-----

28

Q410 - ARE YOU CURRENTLY EMPLOYED, EITHER FULL OR PART TIME?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	52.7	82.4	88.8	92.5	45.8	57.4	66.3	64.9	59.3	98.9	55.8	64.9
NO	47.3	37.6	19.2	7.5	55.8	42.6	33.7	35.8	40.7	9.1	44.2	34.9
REFUSED	0	0	0	0	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3088	183	915	485	2788	58	1844	5382	1888	3191	1162

--RESPONSES

Q417 - ARE YOU LOOKING FOR WORK NOW?

-----MARKET-----												-----MARKET-----																			
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG					
PROP		PROP		PROP		PROP		PROP		PROP		PROP		PROP		PROP		PROP		PROP		PROP		PROP		PROP					
(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)					
TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							
(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)							
TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							
(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)							
TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							
(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)							
TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							
(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)							
TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							
(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)							
TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							
(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)							
TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							
(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)				(PCT)							
TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							
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---RESPONSES

Q422A - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			YOUNG MALES			YOUNG FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
A NEW JOB	26.9	19.4	29.2	17.7	38.4	22.2	54.2	17.0	21.5	19.1	23.1	18.9
A SECOND JOB	9.4	6.5	6.9	7.5	9.4	5.1	4.6	6.9	7.3	7.4	5.5	6.7
ANOTHER WAY	8.4	5.5	11.3	7.7	6.5	4.6	5.1	5.2	6.3	8.2	4.2	5.2
NOT LOOKING	55.3	68.7	52.6	67.1	53.7	68.7	36.2	70.9	64.9	65.3	67.2	69.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	934	2284	125	837	191	1575	39	683	3218	962	1788	722

Q4228 - DURING PAST YEAR HOW MANY WEEKS EMPLOYED?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
--RESPONSES												
9-10	34.2	24.8	9.8	5.7	39.5	27.9	26.6	25.4	27.2	6.3	29.3	26.5
11-20	21.4	19.9	5.9	4.1	21.3	19.4	11.8	7.2	28.4	4.4	19.6	7.4
21-30	18.8	18.2	8.8	4.9	8.7	9.9	17.1	7.8	18.1	5.1	9.8	8.2
31-40	7.9	7.5	9.8	8.5	8.8	7.8	9.8	7.7	7.8	7.8	7.8	7.8
41-52	28.2	37.9	88.7	78.6	22.5	34.7	35.6	51.8	34.2	77.2	33.3	51.8
DONT KNOW	8.2	8.3	8	8.1	8	8.1	8	8.1	8.3	8.1	8.1	8.1
REFUSAL	8.2	8.2	8	8	8	8.1	8	8	8.2	8	8.8	8
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1593	3318	152	983	323	2347	58	988	4813	1855	2678	1854

Q424A - HOW MANY HOURS USUALLY WORKED PER WEEK AT MAIN/LAST JOB?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
1-34	58.7	49.3	6.8	18.9	63.2	68.1	33.6	29.8	52.2	18.3	68.5	38.6
35-44	28.7	34.5	68.8	49.8	29.5	34.3	53.9	68.7	32.7	52.1	33.7	68.4
OVER 44	12.8	15.8	27.2	38.9	7.8	5.2	9.6	9.1	14.5	37.2	5.4	9.2
DONT KNOW	8.6	8.5	8	8.3	8	8.3	3.4	8.3	8.5	8.2	8.3	8.5
REFUSED	8	8	8	8.1	8.3	8	8	8	8	8.1	8.8	8
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1883	3318	152	983	323	2347	58	988	4813	1855	2878	1854

--RESPONSES

Q4248TIME -NO. OF MONTHS SINCE LAST WORKED FOR PAY

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
UP TO 1 MONTH	35.1	36.0	29.6	19.7	29.6	21.6	1.1	8.7	31.9	23.1	21.4	8.3
ONE MONTH	23.3	27.9	17.3	33.9	29.6	20.5	0	5.3	26.2	28.3	21.9	5.0
2 MONTHS	8.6	15.3	8.0	2.2	15.0	12.2	5.2	5.0	12.8	4.1	12.6	5.0
3 MONTHS	5.4	4.6	5.0	1.5	3.3	8.7	0	5.2	4.9	2.7	7.9	5.0
4 TO 6 MONTHS	4.7	5.4	17.7	8.5	7.9	7.7	7.4	11.6	5.2	11.6	7.7	11.4
7 TO 12 MONTHS	8.0	7.6	0	18.3	10.8	13.3	37.4	14.4	7.7	12.1	13.0	15.5
13 TO 18 MONTHS	8.8	4.4	4.9	9.1	9.1	7.4	10.7	11.6	6.0	7.7	7.6	11.6
19 TO 24 MONTHS	1.2	1.5	0	3.4	2.7	3.2	0	7.3	1.4	2.2	3.1	6.9
25 MONTHS OR MORE	4.9	3.4	17.5	3.5	1.4	5.4	38.2	31.8	4.0	8.2	4.8	31.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	600	1021	27	65	131	760	18	312	1590	92	960	330

Q436 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

-----MARKET-----

YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
POS	NEG	PROP	POS	NEG	PROP	POS	NEG	PROP	POS	NEG	PROP	TOTAL	MALES	TOTAL	MALES	TOTAL	MALES	TOTAL	
(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	

--RESPONSES

PRIVATE COMPANY	83.3	88.2	88.6	85.5	75.3	85.3	83.5	86.6	85.2	84.8	84.1	86.4
GOVERNMENT	9.2	6.1	13.8	4.8	17.8	9.3	11.7	7.9	7.1	6.1	18.3	8.1
SELF EMPLOYED	4.6	5.1	5.6	8.7	5.9	3.7	4.6	5.6	5.6	6.3	4.6	5.6
NO PAY/FAMILY	2.8	2.4	6	1.6	6.7	1.5	6	6.5	2.5	6.9	1.4	6.5
REFUSED	6.1	6.2	6	6	6.3	6.1	6	6	6.2	6	6.1	6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1593	3319	152	983	323	2347	56	998	4813	1855	2676	1854

-----MARKET-----

37

Q434-435 WAGE - EXPECTED MONTHLY RATE OF PAY FOR A DIFFERENT FULL-TIME JOB

	MARKET-----				MARKET-----			
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
0-500	1.8	1.7	2.2	3.5	2.4	2.2	1.1	2.2
501-600	19.4	16.0	3.7	1.8	29.0	24.7	11.9	9.7
601-700	19.4	15.1	5.8	2.5	24.9	19.8	19.5	8.8
701-800	7.6	7.8	5.3	0.7	6.5	7.5	6.4	6.3
801-900	18.1	16.4	10.2	6.9	16.9	17.8	17.0	16.1
901-1100	12.4	12.4	14.5	11.4	10.2	12.7	9.7	17.5
1101-1300	6.8	8.8	11.7	10.5	3.8	6.2	15.4	14.2
1301-1500	5.6	7.2	9.2	13.5	1.4	3.4	13.6	9.8
1501-1700	4.2	6.6	17.6	17.2	1.5	3.5	3.4	7.6
1701-1900	0.7	1.6	2.9	5.1	0	0.2	0	1.8
1901 +	4.6	6.9	16.8	27.0	3.3	2.0	2.0	5.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1672	3549	149	873	392	2681	55	1004
							1022	3073
								1059

--RESPONSES

Q436 - HOW DIFFICULT FOR SOMEONE YOUR AGE TO GET FULL-TIME JOB IN YOUR COMMUNITY?

--RESPONSES														-----MARKET-----										-----MARKET-----									
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES					
POS	NEG			POS	NEG			POS	NEG			POS	NEG			TOTAL	PROP	(PCT)	TOTAL	PROP	(PCT)	TOTAL	PROP	(PCT)	TOTAL	PROP	(PCT)						
(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)			(PCT)			(PCT)			(PCT)								
12.0	9.0			8.0	8.1			16.0	8.9			5.0	8.0			10.7		8.1			9.0			7.9									
23.9	21.0			25.5	20.0			20.9	22.5			31.0	23.3			22.3		20.0			23.3			23.7									
42.9	43.5			41.1	41.0			30.3	44.9			40.5	42.7			43.3		41.0			43.0			42.6									
19.0	24.5			25.4	30.5			10.0	22.0			20.7	25.2			22.7		29.7			22.0			25.0									
1.0	0.0			0	0.4			0.0	1.1			2.2	0.0			0.9		0.4			1.1			0.9									
0	0.0			0	0			0	0			0	0			0.0		0			0			0									
100.0	100.0			100.0	100.0			100.0	100.0			100.0	100.0			100.0		100.0			100.0			100.0									
1722	3000			153	915			405	2700			50	1044			5302		1000			3191			1102									

-----MARKET-----

49

-----MARKET-----

QUESTION PERMITTED AS MANY AS 5 RESPONSES

-----MARKET-----

42

Q441 - WHAT TYPE OF SERVICE WOULD THAT BE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
--RESPONSES												
ACTIVE DUTY	74.0	36.4	76.3	0	00.0	0	03.2	0	03.2	0	71.7	02.0
RESERVES	14.2	30.5	23.7	100.0	16.3	00.1	0	0	0	0	15.5	20.9
NATL GUARD	9.0	25.0	0	0	12.5	17.2	10.0	0	10.0	0	10.0	12.0
DONT KNOW	2.1	1.5	0	0	2.3	14.0	0	0	0	0	2.0	3.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0	100.0	0	100.0	100.0
--COUNT--	446	30	14	1	69	0	5	0	5	0	476	75

Q442 - WHICH BRANCH WOULD BE YOUR SECOND CHOICE ?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			YOUNG MALES			YOUNG FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
AIR FORCE	20.5	24.4	21.5	0	21.0	0	5.2	0	20.0	20.1	19.1	5.2
ARMY	22.2	15.2	21.9	100.0	23.3	43.0	0	0	21.0	27.1	25.1	0
COAST GUARD	2.9	0.0	0	0	2.9	0	0	0	3.3	0	2.7	0
MARINE CORPS	22.1	22.4	11.1	0	11.2	20.2	10.0	0	22.1	10.4	12.7	10.0
NAVY	19.0	14.0	17.5	0	17.5	13.3	50.3	0	19.3	10.3	17.1	50.3
NONE	11.7	14.0	0	0	23.1	0	27.7	0	11.0	0	21.0	27.7
DONT KNOW	1.0	0	20.0	0	1.0	14.0	0	0	0.0	20.1	2.2	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--COUNT--	446	30	14	1	60	0	5	0	470	15	75	5

Q443 - WHAT TYPE OF SERVICE WOULD YOUR SECOND CHOICE BE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLDER FEMALES TOTAL (PCT)
--RESPONSES												
ACTIVE DUTY	72.6	55.5	67.1	0	67.1	0	100.0	0	71.5	61.0	60.4	100.0
RESERVES	17.6	24.6	25.6	100.0	22.0	79.0	0	0	10.0	32.4	20.5	0
NATL GUARD	6.6	9.6	7.3	0	8.4	20.2	0	0	8.7	6.6	9.5	0
DONT KNOW	1.2	10.3	0	0	1.7	0	0	0	1.0	0	1.5	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0	100.0	100.0	100.0	100.0
--COUNT--	384	24	12	1	51	5	4	0	400	13	50	4

Q591 - HOW LIKELY ARE YOU TO WORK AS A WAITRESS/LABORER?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
DEFINITELY	0.7	0.1	13.3	11.3	3.3	2.4	0.3	2.1	0.3	11.0	3.2	2.3
PROBABLY	31.1	20.0	37.4	10.4	17.0	24.3	24.0	11.4	21.1	21.1	10.7	11.0
PROBABLY NOT	35.2	37.0	27.0	32.0	31.2	26.3	37.0	20.7	31.3	30.5	20.0	
DEFINITELY NOT	27.0	35.4	22.2	30.3	47.0	47.0	32.7	65.0	36.0	47.5	65.1	
DONT KNOW	0.0	0.1	0	0	0.0	0	0.1	0	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3000	153	915	405	2700	5302	1044	1000	3191	1102	

--RESPONSES

-----MARKET-----

47

Q503 - HOW LIKELY ARE YOU TO SERVE IN THE MILITARY?

		-----MARKET-----						-----MARKET-----					
		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES	
		POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
		PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP
		(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
--RESPONSES													
DEFINITELY	15.1	0.2	12.0	0.1	13.9	0.3	7.5	0	0	5.0	1.0	2.1	0.4
PROBABLY	50.4	3.9	50.9	2.0	49.0	1.0	50.1	0.4	0.4	21.3	9.0	7.0	3.3
PROBABLY NOT	10.2	30.4	23.5	20.2	10.1	22.2	13.5	10.9	10.9	31.9	27.5	21.7	10.7
DEFINITELY NOT	7.0	57.3	12.0	09.0	10.4	75.0	20.9	02.0	02.0	41.5	01.5	00.3	79.5
DONT KNOW	0.4	0.2	1.0	0.1	0.0	0.1	0	0.1	0.1	0.3	0.2	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3000	153	915	405	2700	50	1044	5302	1000	3191	1102	

-----MARKET-----

49

-----MARKET-----

59

-----MARKET-----

[illegible]

[illegible]

	4.3	6.2	6.6	6	3.6	6.1	6.6	6.1	1.9	6.6	5.6
DEFINITELY	4.3	6.2	6.6	6	3.6	6.1	6.6	6.1	1.9	6.6	5.6
PROBABLY	35.6	3.9	43.2	1.8	34.8	1.3	49.2	1.2	14.1	7.7	5.6
PROBABLY NOT	38.6	38.8	34.1	32.1	31.1	21.3	29.8	17.1	38.7	32.4	22.5
DEFINITELY NOT	21.4	57.6	16.2	65.8	36.3	77.3	15.4	81.4	45.6	58.8	71.2
DONT KNOW	6.6	6.2	6	6.3	6.4	6.6	6	6.2	6.1	6.3	6.2
--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
--COUNT--	1722	3666	153	915	465	2786	58	1644	5382	1666	3191

Q500 - (IF Q507=YES)--SPECIFY BRANCH OF RESERVES

	-----MARKET-----						-----MARKET-----							
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES				
	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)			
--RESPONSES														
AIRFORCE RESERVE	30.4	23.0	24.7	27.1	42.0	45.2	41.2	11.0	29.0	25.2	43.3	31.5		
ARMY RESERVE	37.1	39.0	32.5	54.1	35.9	31.3	20.5	35.0	37.0	30.4	35.0	25.3		
C.G. RESERVE	4.3	11.0	4.1	7.9	2.1	4.0	0	12.4	5.7	4.0	2.7	4.0		
MARINE RESERVE	15.3	5.0	22.2	3.3	3.4	11.1	14.0	14.7	13.0	10.0	5.0	14.0		
NAVAL RESERVE	11.0	10.9	10.5	7.0	14.1	7.7	23.5	17.4	12.0	14.9	12.0	21.5		
DONT KNOW	1.3	2.0	0	0	1.7	0	0	0.9	1.0	0	1.3	2.9		
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
---COUNT---	677	153	80	19	152	30	31	14	830	99	190	45		

-----MARKET-----

54

Q610 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
DEFINITELY	8.8	0	11.4	0	5.7	0	3.4	0	2.6	1.6	0.7	0.2
PROBABLY	41.2	0	44.2	0	39.3	0	43.0	0	13.2	0.3	5.0	2.2
PROBABLY NOT	28.1	35.6	23.6	36.1	22.7	19.6	18.3	16.6	33.2	29.2	26.6	16.7
DEFINITELY NOT	22.6	64.2	26.9	69.7	31.9	66.4	34.5	63.2	56.9	62.7	74.2	66.8
DONT KNOW	6.1	6.1	0	6.2	6.4	6.6	0	6.2	6.1	6.2	6.1	6.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3668	163	916	485	2766	68	1044	5382	1668	3191	1162

--RESPONSES

-----MARKET-----

85

Q512 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
DEFINITELY	5.3	0	5.1	0	3.0	0	5.9	0	1.7	0.7	0.5	0.3
PROBABLY	29.7	0	32.7	0	22.1	0	30.0	0	9.5	4.6	2.0	1.5
PROBABLY NOT	33.4	33.9	28.0	29.3	27.4	10.1	22.0	15.4	33.0	29.2	19.3	15.0
DEFINITELY NOT	31.0	65.0	34.2	70.4	46.2	81.0	41.3	84.4	54.9	65.3	77.3	82.2
DONT KNOW	0	0.2	0	0.2	0.4	0.0	0	0.2	0.2	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3000	163	915	405	2700	50	1044	5302	1000	3191	1102

Q513 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLD MALES		YOUNG FEMALES		OLD FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
DEFINITELY	5.1	0	6.6	0	3.9	0	3.9	0
PROBABLY	29.7	0	33.4	0	27.9	0	35.5	0
PROBABLY NOT	36.5	35.6	28.6	29.6	27.3	19.2	16.6	15.9
DEFINITELY NOT	28.7	64.6	32.6	76.2	48.6	88.7	44.7	83.9
DONT KNOW	6.6	6.2	0	6.2	6.4	6.6	0	6.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3666	153	915	455	2766	58	1644
							5382	3191
							1068	1162

Q614 - HOW LIKELY ARE YOU TO GO TO COLLEGE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
DEFINITELY	35.5	48.6	14.6	14.6	14.6	49.6	56.8	24.6	16.2	44.4	14.6	56.8
PROBABLY	39.2	27.7	44.4	35.1	28.7	37.3	28.7	56.8	44.6	31.4	36.4	29.8
PROBABLY NOT	16.6	15.6	28.2	32.2	9.7	12.3	18.4	26.3	15.6	15.6	31.7	12.6
DEFINITELY NOT	8.5	8.5	12.6	17.6	4.6	7.6	13.6	13.6	8.5	17.6	7.3	13.2
DONT KNOW	0.1	0.2	0.6	0.3	0	0.3	0	0	0	0.2	0.4	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3666	153	915	465	2786	59	1644	5382	1668	3191	1162

--RESPONSES

Q610 - HOW LIKELY ARE YOU TO BE A FULLTIME HOMEMAKER?

	-----MARKET-----				-----MARKET-----			
	YOUNG FEMALES		OLDER FEMALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
-RESPONSES								
DEFINITELY	4.4	6.6	9.5	21.2	6.3	26.6		
PROBABLY	19.2	18.8	27.5	23.4	18.9	23.6		
PROBABLY NOT	31.4	38.7	31.9	29.9	37.8	36.8		
DEFINITELY NOT	44.8	35.6	31.1	25.4	36.8	25.7		
DONT KNOW	0.2	0.3	0	0.1	0.3	0.1		
-TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
-COUNT--	485	2786	58	1644	3191	1162		

Q517 - WHAT WILL YOU MOST LIKELY BE DOING IN OCT. 87/AFTER HIGH SCHOOL?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---								
SCHOOL - FULLTIME	37.4	59.2	14.3	7.1	43.6	48.9	12.7	16.6
							46.1	8.1
							48.2	16.7
SCHOOL - PARTTIME	19.6	8.9	9.4	16.5	11.3	16.5	9.5	16.2
							16.0	13.5
WORK - FULLTIME	25.5	34.5	65.8	77.5	22.5	29.2	31.7	75.9
							26.3	44.7
WORK - PARTTIME	3.2	2.9	1.1	1.9	4.3	5.3	3.6	1.8
							5.1	7.3
MILITARY SERVICE	26.4	6.4	7.6	6.1	13.7	6	6.8	1.2
							1.8	6.9
HOMEMAKER	6.1	6.1	6	6.2	2.6	4.2	6.1	6.2
							3.9	16.5
OTHER	1.7	1.9	6.9	1.7	6.7	1.4	1.9	1.6
							1.3	2.6
DONT KNOW	1.6	6.9	1.9	6.9	1.5	6.6	1.6	1.6
							6.7	1.6
REFUSED	6	6.6	6	6.1	6.3	6	6.6	6.1
							6.6	6.2
--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
							166.6	166.6
--COUNT--	1722	3650	163	915	465	2786	5382	1068
							3191	1162

Q518 - IN ADDITION TO SCHOOL/WORKING PART TIME, WHAT ARE
YOU MOST LIKELY TO BE DOING?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
---RESPONSES---												
SCHOOL - FULLTIME	8.3	8.3		0	7.2	11.9	11.9	11.5	0.6	4.1	8.3	4.2
SCHOOL - PARTTIME	12.4	12.3		18.6	9.7	18.9	18.1	18.8	18.5	18.7	13.9	11.0
WORK - FULLTIME	25.7	31.7		66.5	56.9	23.3	17.5	20.6	24.2	58.6	18.2	23.9
WORK - PARTTIME	35.4	44.8		14.9	24.3	32.0	48.5	19.4	24.2	23.3	39.4	23.9
MILITARY SERVICE	11.0	0		0	0	7.8	0.3	0	0	0	1.2	0
HOMEMAKER	0	0		0	0.2	1.4	0.8	35.2	27.1	0.2	7.9	27.5
OTHER	7.2	3.7		0	1.7	4.7	7.9	0	16.0	1.5	7.5	9.4
DONT KNOW	0	0		0	0	0	0.2	0	0	0	0.2	0
REFUSED	0	0		0	0	0	0.2	0	0	0	0.2	0
--TOTAL--	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	230	429		18	114	64	441	14	221	659	505	235

Q620 - WHICH SERVICE ARE YOU MOST LIKELY TO SERVE IN?

-----MARKET-----				-----MARKET-----				
--RESPONSES	YOUNG MALES	OLDER MALES	YOUNG FEMALES	OLDER FEMALES	YOUNG MALES	OLDER MALES	YOUNG FEMALES	OLDER FEMALES
	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
AIR FORCE	34.3	38.8	47.3	49.8	34.3	38.8	47.3	49.8
ARMY	28.8	23.8	25.9	22.8	28.8	23.8	25.9	22.8
MARINES	19.8	24.3	12.9	2.8	19.8	24.3	12.9	2.8
NAVY	16.1	8.3	12.7	17.5	16.1	8.3	12.7	17.5
DONT KNOW	1.8	6.4	1.2	7.3	1.8	6.4	1.2	7.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	798	83	173	28	798	83	173	28

Q521 - IF YOU WERE TO JOIN, WHEN WOULD YOU JOIN?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLD MALES		YOUNG FEMALES		OLD FEMALES	
	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)
WITHIN 6 MONTHS	8.7	15.9	5.5	5.8	8.7	15.9	5.5	5.8
6 MONTHS TO YEAR	16.3	19.5	14.6	26.2	16.3	19.5	14.6	26.2
1-2 YEARS	27.3	26.6	26.6	18.4	27.3	26.6	26.6	18.4
> 2 YEARS	47.5	43.2	52.9	47.4	47.5	43.2	52.9	47.4
REFUSED	6.2	6.9	6.3	2.2	6.2	6.9	6.3	2.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	163	495	58	1722	163	495	58

--RESPONSES

Q522 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE
IN THE MILITARY IN THE NEXT FEW YEARS?

		-----MARKET-----										-----MARKET-----																					
		YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG					
		PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)				
		TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL			
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		TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL			
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		TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL				TOTAL							

Q525-BEFORE TODAY HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)
NEVER CONSIDERED	6.2	32.9	4.6	31.9	11.7	57.6	7.9	57.6	24.4	28.1	51.2	55.6
SOME THOUGHT	43.4	52.4	47.3	47.1	44.1	35.8	52.2	32.3	49.6	47.1	36.6	33.3
SERIOUS THOUGHT	50.2	14.6	47.9	20.9	44.3	7.2	39.9	10.2	26.6	24.8	11.9	11.7
DONT KNOW	0.1	0.0	0	0	0	0	0	0	0.1	0	0	0
REFUSED	0	0.0	0	0.1	0	0	0	0	0.0	0.1	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3669	153	915	495	2796	58	1044	5382	1868	3191	1182

Q664 - WHAT IS LIKELIHOOD YOU WILL JOIN MILITARY IN NEXT FEW YRS GIVEN STARTING PAY IS \$600 PER MONTH?

---RESPONSES														---MARKET---						---MARKET---					
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES			
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)				
15.9	5.6	10.8	6.5	12.3	6.2	8.7	6.2	5.5	2.8	1.8	0.6														
57.5	5.9	49.3	2.2	58.8	3.6	58.1	2.7	22.4	8.9	18.6	5.4														
21.2	44.8	38.6	38.6	24.5	33.7	14.7	23.3	37.3	38.6	32.5	22.9														
5.3	48.7	9.3	66.6	5.2	62.5	18.5	73.8	34.8	58.5	55.2	71.9														
8.1	8	8	8	8	8	8	8	8.8	8	8	8														
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0														
1722	3668	153	915	485	2788	58	1844	5382	1888	3191	1182														

Q559 - DOES ANY SERVICE PAY FOR COLLEGE/VOCATIONAL TRAINING ?

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YOUNG MALES														YOUNG FEMALES														OLDER MALES														OLDER FEMALES																																																																																																																																																																																					
POS PROP (PCT)				NEG PROP (PCT)				POS PROP (PCT)				NEG PROP (PCT)				POS PROP (PCT)				NEG PROP (PCT)				POS PROP (PCT)				NEG PROP (PCT)				TOTAL (PCT)				TOTAL (PCT)																																																																																																																																																																																											
64.7														56.2														52.8														49.3														57.7														43.8														52.7														43.8														58.9														49.6														45.6														44.2																																																																					
29.3														38.3														33.3														46.5														34.7														47.1														37.4														47.1														35.5														44.6														45.5														45.6																																																																					
6.6														5.5														13.9														4.3														7.6														9.1														9.9														9.9														5.6														5.6														8.9														9.1																																																																					
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Q666 - WHICH SERVICES PAY FOR COLLEGE/TRAINING ?

		-----MARKET-----						-----MARKET-----					
		YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
		POS		NEG	POS		NEG	POS		NEG	POS		NEG
		PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)
		TOTAL			TOTAL			TOTAL			TOTAL		
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Q501 - WHICH SERVICE OFFERS THE LARGEST EDUCATIONAL BENEFITS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			YOUNG MALES			YOUNG FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---												
AIR FORCE	21.1	13.0	0.0	15.0	14.1	13.2	20.0	13.7	10.4	15.0	13.4	14.0
ARMY	10.4	23.0	9.3	15.0	15.0	20.0	22.0	22.5	21.0	14.0	24.1	22.5
MARINES	4.3	4.0	7.0	4.0	3.0	2.0	0	5.1	4.7	5.2	2.3	4.0
NAVY	0.5	5.7	10.4	5.3	3.0	4.2	0	3.1	0.0	7.0	4.1	2.0
SAME	43.1	42.1	40.0	40.2	40.0	30.7	40.3	43.7	42.4	40.1	41.0	43.0
DONT KNOW	0.7	0.7	14.0	0.0	15.0	14.0	0	11.0	0.0	9.0	15.1	11.2
REFUSED	0	0.1	0	0.4	0	0	0	0	0.1	0.4	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	000	1110	30	207	100	400	10	237	1710	305	000	255

Q503 - WHEN ARE EDUCATIONAL BENEFITS RECEIVED?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
---RESPONSES												
DURING SERVICE	25.0	17.4	24.1	17.4	26.0	24.0	23.0	20.2	20.2	20.3	10.3	25.0
AFTER SERVICE	15.0	10.1	17.3	14.2	0.1	10.4	2.0	10.0	10.0	10.0	14.0	10.0
BOTH	53.9	01.5	54.6	00.0	02.2	59.0	00.5	00.7	00.7	59.8	04.4	00.1
DONT KNOW	4.0	5.0	4.0	2.4	3.0	5.1	4.1	3.1	3.1	4.9	2.7	4.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1045	1000	60	410	200	1003	20	410	410	2044	470	1211

Q661 - WHICH MILITARY SERVICES DO YOU RECALL ADVERTISING RE ENLISTMENT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES								
AIR FORCE	56.0	51.2	54.2	54.0	55.5	49.1	52.1	45.1
ARMY	71.0	65.9	66.9	66.5	67.9	66.1	62.6	66.2
COAST GUARD	16.5	19.0	16.6	23.5	12.0	13.6	10.3	13.6
MARINES	53.2	49.9	47.7	51.0	47.2	47.3	41.5	45.2
NAVY	43.9	45.5	44.4	47.6	41.5	44.7	36.6	37.6
GUARD/RESERVES	19.5	21.6	21.4	28.5	10.5	16.0	20.6	21.3
ONE AD FOR ALL	12.0	14.6	16.0	17.0	11.3	16.0	11.7	16.0
-----TOTAL-----	1722	3660	153	915	405	2706	58	1644
-----COUNT-----							5382	1000
							3191	1102

QUESTION PERMITTED AS MANY AS 7 RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q002 - THE AIR FORCE?

-----MARKET-----										-----MARKET-----																								
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)	
23.4	23.0				23.0	21.1	23.0	22.4	25.4	20.1	23.7	20.4	22.0	20.4	23.4	23.4	25.2	27.2	33.0	23.4	23.4	25.2	27.2	33.0	23.4	23.4	25.2	27.2	33.0	23.4	23.4	25.2	27.2	33.0
20.4	24.0				20.4	24.0	20.4	20.2	22.4	34.4	23.4	25.2	27.2	33.0	23.4	23.4	25.2	27.2	33.0	23.4	23.4	25.2	27.2	33.0	23.4	23.4	25.2	27.2	33.0	23.4	23.4	25.2	27.2	33.0
50.1	51.2				55.5	54.0	55.5	49.1	52.1	45.2	52.0	54.0	50.0	45.0	52.0	52.0	54.0	50.0	45.0	52.0	52.0	54.0	50.0	45.0	52.0	52.0	54.0	50.0	45.0	52.0	52.0	54.0	50.0	45.0
0.0	0				0	0.1	0	0.0	0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1	
0.1	0.2				0.3	0.2	0.3	0.3	0	0.3	0.1	0.3	0.3	0.2	0.1	0.3	0.1	0.3	0.2	0.1	0.3	0.1	0.3	0.2	0.1	0.3	0.1	0.3	0.1	0.3	0.1	0.3	0.1	0.3
100.0	100.0				100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
1721	3000				405	914	405	2705	50	1042	5301	1007	3100	1100	5301	1007	3100	1100	1100	5301	1007	3100	1100	1100	5301	1007	3100	1100	1100	5301	1007	3100	1100	1100

--RESPONSES

YES

NO

MENTIONED IN Q001

MISSING

DONT KNOW

--TOTAL--

--COUNT--

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q003 - THE ARMY?

	MARKET-----						MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	17.0	10.1	19.3	10.1	20.9	10.1	20.5	10.1	17.7	10.0	10.7	10.3
NO	10.7	15.0	10.0	17.1	11.0	17.4	17.0	17.3	14.2	17.4	10.0	17.3
MENTIONED IN Q001	71.0	65.9	60.9	60.5	67.9	60.1	62.0	60.4	67.0	65.7	66.3	60.2
MISSING	0.2	0.0	0	0.2	0	0.1	0	0	0.1	0.2	0.1	0
DONT KNOW	0.2	0.2	0.9	0	0.2	0.3	0	0.3	0.2	0.1	0.3	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1721	3000	163	914	405	2705	50	1042	5301	1007	3190	1100

--RESPONSES

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q664 - THE COAST GUARD?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	20.6	17.9	20.7	20.6	20.1	17.5	20.3	17.5	10.7	20.6	17.0	10.0
NO	02.4	01.6	59.2	55.5	00.3	00.0	00.2	00.5	01.0	50.0	07.0	00.1
MENTIONED IN Q661	10.5	10.0	10.0	23.5	12.0	13.0	10.3	13.0	10.0	22.0	13.4	13.5
MISSING	0	0.1	0.5	0	0	0.2	0	0.1	0.1	0.1	0.2	0.1
DONT KNOW	0.0	0.7	0.0	0.4	1.7	0.7	1.1	0.3	0.7	0.5	0.0	0.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1721	3059	153	914	405	2705	50	1042	5300	1007	3100	1100

-----MARKET-----

77

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q666 - THE NAVY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
YES	22.2	21.3	17.5	19.3	25.9	17.2	26.9	19.7	21.6	21.6	19.1	18.4
NO	33.7	32.9	37.1	33.1	31.9	37.5	41.4	42.6	33.1	33.7	33.7	36.8
MENTIONED IN Q661	43.9	45.5	44.4	47.1	41.5	44.7	38.6	37.7	45.6	46.7	44.3	37.3
MISSING	0.0	0.0	0	0	0	0.1	0	0	0.0	0	0	0.1
DONT KNOW	0.3	0.3	0.9	0.5	0.7	0.4	1.1	0.6	0.3	0.6	0.6	0.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1721	3668	153	914	485	2785	58	1842	5381	1867	3198	1188

--RESPONSES

00 YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q007 - THE NATIONAL GUARD/RESERVES?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	PUS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLD FEMALES TOTAL (PCT)
YES	35.2	31.3	31.2	28.9	27.7	23.5	35.6	24.7	32.6	29.2	24.0	25.2
NO	44.9	46.6	44.8	41.9	51.4	57.1	34.8	53.5	46.1	42.3	56.4	52.5
MENTIONED IN Q001	19.6	21.6	21.4	28.6	19.5	18.8	29.6	21.3	21.0	27.5	18.9	21.7
MISSING	0	0.1	0	0	0	0.1	0	0.1	0.0	0	0.1	0.1
DONT KNOW	0.3	0.4	2.6	0.7	1.5	0.6	0	0.5	0.3	1.0	0.7	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1721	3660	153	914	405	2785	58	1042	5381	1067	3190	1100

RESPONSES

Q608 - ONE AD FOR ALL THE SERVICES?

-----MARKET-----

[illegible]

--RESPONSES

	37.0	34.1	33.2	31.2	32.3	29.1	34.7	26.0	35.0	31.5	29.5	20.4
YES												
NO	50.7	51.0	53.5	50.7	55.7	59.0	50.0	02.7	50.9	51.1	59.2	02.2
MENTIONED IN Q001	12.1	14.0	10.8	17.8	11.3	10.0	11.7	10.0	13.0	10.0	10.7	10.9
MISSING	0	0.0	0	0	0	0.1	0	0.1	0.0	0	0.1	0.1
DONT KNOW	0.2	0.2	2.0	0.3	0.7	0.5	2.7	0.4	0.2	0.0	0.5	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
-COUNT--	1721	3000	153	914	405	2705	50	1042	5301	1007	3100	1100

Tables for questions 609A and 609B have been omitted. Verbatim responses for these items were recorded and were not collapsed into categories. Data for these items are available in a special open-ended question file.

Q610 - WHO USES THE SLOGAN, "ITS NOT JUST A JOB. ITS AN ADVENTURE"?

-----MARKET-----

	YOUNG MALES				OLD MALES				YOUNG FEMALES				OLD FEMALES				YOUNG MALES				OLD MALES				YOUNG FEMALES				OLD FEMALES			
	POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG	
	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)
AIR FORCE	6.6		7.3		10.8		9.7		11.8		12.8		10.3		11.7		7.1		9.8		12.7		11.6									
ARMY	32.5		31.5		26.3		33.2		34.5		33.1		29.7		31.1		31.8		32.3		33.3		31.6									
MARINES	12.3		12.5		10.6		9.6		12.5		13.5		6.3		12.7		12.5		9.7		13.3		12.4									
NAVY	38.7		37.8		36.3		38.5		24.4		24.2		35.3		28.2		38.1		38.2		24.3		28.5									
ALL 4-SAME AD	5.6		5.4		8.6		5.0		7.6		6.9		9.9		5.5		5.5		5.5		7.0		5.8									
DONT KNOW	4.3		5.4		7.5		4.0		9.1		9.4		8.6		10.9		5.1		4.5		9.3		10.7									
REFUSED	0		0		0		0.1		0		0.0		0		0		0		0.1		0.0		0									
--TOTAL--	100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0									
--COUNT--	1722		3660		153		915		405		2786		58		1044		5382		1068		3191		1102									

--RESPONSES

-----MARKET-----

38

Q812 - WHO USES THE SLOGAN, "BE ALL YOU CAN BE"?

-----MARKET-----										-----MARKET-----																									
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES							
POS	NEG			POS	NEG			POS	NEG			POS	NEG			POS	NEG			POS	NEG			POS	NEG			POS	NEG			POS	NEG		
PROP	PROP			PROP	PROP			PROP	PROP			PROP	PROP			PROP	PROP			PROP	PROP			PROP	PROP			PROP	PROP			PROP	PROP		
(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)			(PCT)	(PCT)		
--RESPONSES																																			
AIR FORCE																																			
3.7	3.9			8.7	5.0			4.4	4.0			9.7	5.9			3.8	5.5			4.1	6.1														
83.7	81.7			66.6	76.6			78.8	79.9			70.6	73.2			82.4	75.2			79.8	73.0														
MARINES																																			
4.0	4.7			7.8	5.9			2.4	3.7			3.7	5.1			4.5	6.2			3.6	5.1														
NAVY																																			
2.9	3.5			5.8	4.3			6.2	4.8			12.7	6.6			3.3	4.5			4.9	6.9														
ALL 4-SAME AD																																			
3.4	3.5			2.2	4.1			3.9	4.0			1.6	3.3			3.5	3.8			4.0	3.2														
DONT KNOW																																			
2.2	2.7			8.9	4.0			4.3	3.5			1.7	6.0			2.5	4.7			3.6	5.8														
REFUSED																																			
0	0			0	0.1			0	0.0			0	0			0	0.1			0.0	0														
--TOTAL--																																			
100.0	100.0			100.0	100.0			100.0	100.0			100.0	100.0			100.0	100.0			100.0	100.0														
--COUNT--																																			
1722	3660			153	915			405	2786			58	1044			5382	1068			3191	1102														

Q613A - WHO USES THE SLOGAN "WE'RE LOOKING FOR A FEW GOOD MEN."?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
AIR FORCE	3.6	3.5	4.5	3.7	5.6	5.9	9.5	5.3	3.6	3.8	5.8	5.5
ARMY	15.1	14.6	15.0	14.3	19.2	22.2	20.2	25.2	14.7	14.4	21.9	25.0
MARINES	66.8	64.0	59.2	68.8	44.2	38.9	48.9	44.6	64.9	67.4	39.6	44.4
NAVY	5.6	5.7	6.7	5.3	11.3	10.9	6.3	8.0	5.7	5.5	10.9	7.9
ALL FOUR SAME AD	3.2	3.4	3.5	2.7	8.1	5.5	11.8	4.6	3.3	2.8	5.9	4.9
DON'T KNOW	5.7	8.8	11.1	5.2	11.5	16.5	11.3	12.2	7.8	6.0	15.9	12.2
REFUSED	0	0	0	0	0	0.1	0	0	0	0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3660	153	915	405	2786	58	1044	5382	1060	3191	1102

Q614 - WHO USES THE SLOGAN, "IT'S A GREAT PLACE TO START?"

-----MARKET-----														-----MARKET-----																	
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG	
PROP		(PCT)		PROP		(PCT)		PROP		(PCT)		PROP		(PCT)		PROP		(PCT)		PROP		(PCT)		PROP		(PCT)		PROP		(PCT)	
--RESPONSES																															
AIR FORCE				11.6	9.3	9.0	11.1	10.8	10.4	21.5	9.8	10.1	10.0	10.4	10.4	10.4															
ARMY				44.8	44.7	42.3	40.3	34.6	38.1	21.7	34.7	44.7	40.6	37.7	34.1																
MARINES				6.7	6.4	5.8	5.9	9.4	9.2	10.2	8.1	6.5	5.9	9.2	8.2																
NAVY				15.0	12.9	21.6	16.5	16.8	14.7	12.3	12.9	13.6	17.2	15.0	12.8																
ALL 4-SAME AD				11.6	14.4	9.3	12.2	11.0	10.3	16.2	11.4	13.5	11.8	10.4	11.7																
DONT KNOW				10.2	12.2	11.9	14.0	17.4	17.2	18.0	22.8	11.6	13.7	17.3	22.6																
REFUSED				0	0	0	0	0	0.1	0	0.2	0	0	0.1	0.2																
--TOTAL--				100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0															
--COUNT--				1722	3666	153	915	405	2786	58	1044	5382	1068	3191	1162																

Q015A - WHO USES THE SLOGAN, "AIM HIGH. BLANK?"

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
AIR FORCE	91.3	87.8	88.6	85.3	82.8	77.1	66.1	72.3	88.9	84.6	77.7	72.8
ARMY	1.9	3.3	2.6	1.9	4.8	5.4	3.2	4.4	2.9	2.8	5.2	4.3
MARINES	1.3	1.4	6.2	3.1	2.7	3.3	8	5.1	1.4	3.8	3.2	4.8
NAVY	1.6	2.4	1.3	3.6	2.8	4.1	5.8	2.8	2.2	3.2	3.9	2.9
ALL 4-SAME AD	8.7	8.9	8	8.8	1.8	1.4	4.8	2.9	8.8	8.8	1.3	3.8
DONT KNOW	3.1	4.1	9.4	5.3	7.7	8.7	28.8	12.4	3.8	5.9	8.6	12.8
REFUSED	8	8	8	8.1	8	8.8	8	8.1	8	8.1	8.8	8.1
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1722	3668	153	915	485	2788	58	1844	5382	1888	3191	1182

--RESPONSES

Q6158 - WHO USES THE SLOGAN, "WERE NOT A COMPANY - WERE YOUR COUNTRY?"

-----MARKET-----

-----MARKET-----

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
													TOTAL		TOTAL		TOTAL		TOTAL	
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES---																				
AIR FORCE	8.4	6.1		8.8	6.6		7.4	5.7		12.3	6.9		6.2	6.4		6.0				7.2
ARMY	18.6	17.6		22.4	18.6		14.1	18.3		22.2	17.7		17.6	19.1		17.0				17.9
MARINES	11.6	10.2		8.3	10.1		10.6	10.1		8.7	9.2		10.7	9.8		10.1				9.2
NAVY	12.9	10.6		10.0	7.8		11.0	10.7		7.7	8.6		11.3	8.2		10.7				8.6
ALL 4-SAME AD	28.1	29.3		26.3	31.3		26.6	23.4		17.9	25.3		28.9	30.6		23.8				25.0
DONT KNOW	22.4	26.7		24.2	26.3		30.4	31.7		31.2	32.1		25.3	26.0		31.6				32.0
REFUSED	0	0		0	0		0	0.1		0	0.2		0	0		0.1				0.2
--TOTAL--	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0				100.0
--COUNT--	1722	3668		153	915		485	2786		58	1044		5382	1068		3191				1102

Q616 - IN LAST YEAR, SEEN ANY ADS IN MAGAZINES, NEWSPAPERS OR
BILLBOARDS FOR THE MILITARY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLD FEMALES TOTAL (PCT)
YES	74.5	68.4	68.4	68.6	68.9	63.7	66.9	66.6	66.6	70.3	61.7	64.3
NO	25.4	31.5	31.1	39.1	30.0	36.0	33.1	39.7	39.7	29.5	37.9	35.3
DONT KNOW	0.1	0.1	0.5	0.4	0.5	0.4	0	0.3	0.3	0.1	0.4	0.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3000	153	915	405	2786	58	1044	5382	1608	3191	1102

--RESPONSES

Q017 - (IF Q010=YES) FOR WHICH SERVICES DID YOU SEE PRINT ADVERTISING?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	PROP (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
ARMY	72.0	70.0	59.2	67.1	72.9	71.7	68.9	65.8	65.8	71.1	65.0	71.9
NAVY	38.0	44.1	37.7	42.8	41.2	34.6	37.1	35.2	35.2	42.3	42.0	35.5
AIR FORCE	68.8	51.0	58.4	49.3	50.1	39.0	43.2	33.9	33.9	54.1	50.8	41.1
MARINES	53.0	51.9	48.3	53.0	42.7	42.2	37.9	43.7	43.7	52.2	52.3	42.3
COAST GUARD	8.7	9.4	5.4	9.4	4.4	5.5	10.7	6.5	6.5	9.2	8.8	5.4
ALL ACTIVE	11.5	14.1	8.9	14.4	9.7	10.7	14.4	12.9	12.9	13.2	13.5	10.0
ARMY NATIONAL GUARD	5.7	5.7	2.9	6.3	6.1	3.2	4.0	3.3	3.3	5.7	5.7	3.0
ARMY RESERVE	3.8	3.7	1.7	3.4	2.3	1.0	2.9	2.7	2.7	3.8	3.1	1.9
AIR NATIONAL GUARD	1.7	1.7	1.7	1.0	1.1	1.0	2.9	1.9	1.9	1.7	1.0	1.0
AIR FORCE RESERVE	1.4	1.3	0.9	0.9	1.4	0.4	2.9	0.9	0.9	1.3	0.9	0.5
NAVY RESERVE	0.5	1.4	0.9	1.2	0.8	0.5	2.9	0.8	0.8	1.1	1.1	0.9
MARINE RESERVE	1.1	0.9	0.9	1.2	1.1	0.7	2.9	0.7	0.7	1.0	1.1	0.7
ALL RESERVE/NATIONAL GUARD	3.0	4.5	4.6	4.6	1.6	2.3	5.2	3.5	3.5	4.0	4.1	2.2
---TOTAL---	1283	2533	107	550	281	1751	40	610	610	3010	603	2032
---COUNT---	QUESTION PERMITTED AS MANY AS 13 RESPONSES-----											
	658	2032	658	603	2032	658	603	2032	658	603	2032	658

-----MARKET-----

91

AD-A185 380

YOUTH ATTITUDE TRACKING STUDY II WAVE (17) -- FALL
(1985) SUPPLEMENTARY I. (U) RESEARCH TRIANGLE INST
RESEARCH TRIANGLE PARK NC R M BRAY ET AL. FEB 87

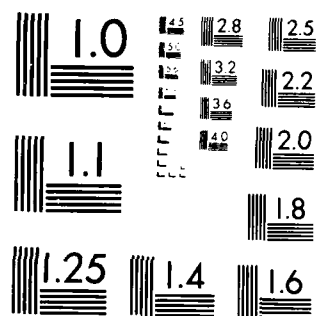
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UNCLASSIFIED

RTI/3624/06-01FR MDA903-86-C-0066

F/G 5/8

NL



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS 1963-A

Q828 - IN LAST YEAR, HAVE YOU RECEIVED MILITARY LITERATURE IN
THE MAIL WITHOUT REQUESTING IT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
YES	41.3	50.3	18.0	22.7	47.4	22.2		
NO	58.4	49.6	81.2	77.2	52.3	77.7		
DONT KNOW	0.3	0.2	0	0.1	0.2	0.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1722	3000	405	2780	5382	3191		

Q621 - (IF Q620=YES) WHICH SERVICES WAS THE LITERATURE ABOUT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
AIR FORCE	34.8	33.3	48.9	33.6	33.7	35.2		
ARMY	68.8	66.3	64.6	63.4	64.8	63.5		
MARINES	44.3	44.5	19.7	16.1	44.5	16.5		
NAVY	35.3	34.7	22.3	16.6	34.9	17.2		
ALL SERVICES	2.9	7.5	1.2	4.3	6.2	4.6		
NATIONAL GUARD	5.2	6.6	4.1	3.6	5.8	3.6		
RESERVES	3.6	3.7	1.7	2.3	3.7	2.3		
--TOTAL--	--QUESTION PERMITTED AS MANY AS 7 RESPONSES--							
--COUNT--	717	1843	76	621	2566	697		

Q622 - IN LAST YEAR, HAVE YOU MADE A TOLL-FREE CALL FOR INFO ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	5.0	1.0	3.0	1.2	2.7	1.5		
NO	94.9	98.4	96.4	98.8	97.3	98.5		
DONT KNOW	0.1	0	0	0	0.0	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1722	3660	405	2780	5382	3191		

--RESPONSES

Q623 (IF Q622=YES) WHICH SERVICES DID YOU CALL ABOUT?
FIRST MENTIONED RESPONSE

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
AIR FORCE	29.3	29.9	52.4	26.1	29.5	34.1		
ARMY	45.3	33.7	35.9	66.2	46.7	52.6		
MARINES	16.3	26.1	18.7	11.7	26.2	13.6		
NAVY	22.9	16.1	16.9	15.4	26.2	15.9		
ALL SERVICES	6	3.4	6	6	1.4	6		
NATL GUARD	7.6	6.9	6	2.3	6.1	1.6		
RESERVES	4.6	9.5	6	6	6.7	6		
--TOTAL--	--QUESTION PERMITTED AS MANY AS 7 RESPONSES--							
--COUNT--	91	54	15	34	145	49		

Q025 - HAVE YOU SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG
	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
YES	17.3	0.4	10.0	2.0	9.9	3.0		
NO	82.0	93.0	90.0	97.3	90.1	96.4		
DONT KNOW	0.1	0	0	0.1	0.0	0.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1722	3660	405	2706	5302	3191		

--RESPONSES

Q626 -(IF Q625=YES) WHICH SERVICES DID YOU SEND FOR INFO ABOUT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES								
AIR FORCE	43.3	29.9	69.9	37.4	37.4	37.4	49.0	
ARMY	34.2	50.4	37.2	51.8	41.3	41.3	46.6	
MARINES	36.9	24.6	14.6	11.7	20.2	20.2	12.5	
NAVY	26.9	22.1	10.6	12.0	24.0	24.0	11.5	
ALL SERVICES	1.0	1.0	2.3	0	1.0	1.0	0.0	
NATIONAL GUARD	1.0	5.3	3.0	2.7	3.3	3.3	2.0	
RESERVES	3.3	2.0	5	2.4	2.7	2.7	1.0	
---TOTAL---	---QUESTION PERMITTED AS MANY AS 7 RESPONSES---							
---COUNT---	302	232	37	71	634	634	100	

Q627 - IN LAST YEAR, HAVE YOU VISITED A RECRUITING STATION FOR
INFORMATION ABOUT THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG
	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
YES	21.0	0.0	13.2	3.1	12.5	4.4		
NO	79.0	91.4	86.8	96.9	87.5	95.6		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1722	3660	405	2786	5382	3191		

Q628 - HAVE YOU EVER TALKED WITH A MILITARY RECRUITER TO GET INFO?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLD MALES					YOUNG FEMALES					OLD FEMALES				
POS	NEG				POS	NEG				POS	NEG				POS	NEG			
PROP	PROP	(PCT)			PROP	PROP	(PCT)			PROP	PROP	(PCT)			PROP	PROP	(PCT)		
(PCT)	(PCT)				(PCT)	(PCT)				(PCT)	(PCT)				(PCT)	(PCT)			
51.5	34.5	50.0	41.0	40.7	10.0	49.5	22.2	40.0	42.9	20.9	23.0								
40.5	65.5	49.1	58.2	59.3	02.0	55.5	77.0	00.0	56.0	79.1	76.4								
0	0	0	0.2	0	0	0	0	0	0.2	0	0								
0	0.0	0	0	0	0	0	0	0	0	0	0								
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
1722	3000	153	916	405	2700	50	1044	5302	1000	3191	1102								

--RESPONSES

YES

NO

DONT KNOW

REFUSED

--TOTAL--

--COUNT--

		--RESPONSES				--MARKET--				--MARKET--					
		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER FEMALES			
		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLDER FEMALES TOTAL (PCT)
AIR FORCE		26.7	21.3	32.6	27.3	36.4	24.6	29.3	27.4	23.5	28.1	27.1	27.6		
ARMY		53.4	55.3	50.4	49.6	48.6	52.1	58.5	54.9	54.5	49.7	51.2	55.3		
MARINES		31.2	30.7	32.8	26.8	26.6	21.2	9.4	16.5	36.9	27.8	21.6	15.7		
NAVY		26.4	28.7	27.1	26.2	22.1	19.5	17.1	25.1	27.8	26.4	26.1	24.2		
--TOTAL--		-----QUESTION PERMITTED AS MANY AS 4 RESPONSES-----													
--COUNT--		896	1265	76	382	161	495	36	233	2155	458	656	263		

Q636 - MIGHT YOU TALK TO A RECRUITER IN THE FUTURE?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)	
PROP	NEG	PROP	(PCT)		PROP	NEG	PROP	(PCT)		PROP	NEG	PROP	(PCT)		PROP	NEG	PROP	(PCT)	
TOTAL					TOTAL					TOTAL					TOTAL				
(PCT)					(PCT)					(PCT)					(PCT)				
76.1	19.1	61.1	8.9	76.3	13.6	69.7	5.8	33.8	15.2	19.1	7.9								
22.6	77.6	37.6	96.3	19.7	85.2	23.6	92.9	63.2	83.8	78.9	98.6								
1.9	3.3	1.3	6.9	4.6	1.6	7.3	1.3	3.6	6.9	2.6	1.5								
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
832	2396	77	533	244	2291	28	811	3227	616	2535	839								

--RESPONSES

-----MARKET-----

ACTIVE AIR FORCE	75.5	69.6	73.6	81.5	66.5	61.9	92.3	72.1	72.4	79.9	63.4	74.3
AIR RESERVE	9.5	14.3	26.9	16.6	15.7	13.2	7.7	17.2	12.6	12.6	14.6	16.1
AIR NATIONAL GUARD	7.8	9.3	6	3.2	11.6	9.3	6	5.4	6.6	2.6	16.6	4.8
DONT KNOW	7.1	6.8	6.1	4.7	6.3	15.7	6	5.4	6.9	5.6	12.5	4.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	236	266	22	161	56	121	16	76	496	123	177	86

Q632A - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	29.1	POS PROP (PCT)	NEG PROP (PCT)	8.3	POS PROP (PCT)	NEG PROP (PCT)	18.7	POS PROP (PCT)	NEG PROP (PCT)	7.6
RECRUITER CALLED	12.9	29.1	8.3	18.7	4.5	7.6	13.4	11.5	21.6	16.7	6.2	11.7
CALLED RECRUITER	9.6	5.1	12.6	12.5	8.6	8.6	16.8	17.8	6.9	12.4	8.2	17.6
RECRUITING STATION	18.6	17.8	31.6	32.8	12.9	12.1	41.6	19.6	17.9	32.4	12.4	22.6
JOB FAIR	1.6	2.4	6	6.9	6.5	1.4	6	3.1	1.8	6.7	3.1	2.8
AT SCHOOL	53.4	38.9	39.8	27.1	61.3	65.4	11.2	39.6	45.7	29.5	64.6	36.5
OTHER WAY	5.6	6.7	9.6	8.1	6.2	6.6	23.6	6.9	6.2	8.3	6.1	8.8
DONT KNOW	6	6	6	6	6	6	6	1.4	6	6	6	1.3
--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
--COUNT--	236	266	22	161	56	121	16	76	496	123	177	86

--RESPONSES

The table for question 632B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

Q633TIME -NO. OF MONTHS SINCE TALKED WITH AIR FORCE RECRUITER

	MARKET-----						MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	OLDER TOTAL (PCT)	YOUNG TOTAL (PCT)
UP TO 1 MONTH	16.5	6.4	3.4	0	18.6	6.2	20.3	5.0	11.2	0.7	10.5	6.9
ONE MONTH	9.0	5.5	0	0.0	10.7	3.1	0	1.3	7.1	0.7	5.7	1.2
2 MONTHS	4.5	4.5	0	0.9	6.8	2.0	0	1.5	4.5	0.7	3.6	1.3
3 MONTHS	10.9	4.3	0	0	6.2	4.0	0	0	7.4	0	5.2	0
4 TO 6 MONTHS	19.7	18.0	0	0.9	14.8	17.9	0	0	19.1	0.7	10.8	0
7 TO 12 MONTHS	19.1	18.5	19.9	1.9	16.1	11.7	0	12.0	18.8	5.7	13.2	10.5
13 TO 18 MONTHS	12.3	18.8	11.8	10.5	15.2	17.2	8.9	4.8	15.7	10.8	10.5	5.3
19 TO 24 MONTHS	2.8	3.7	0	8.3	3.3	9.0	13.4	3.7	3.3	6.5	7.0	4.9
25 MONTHS OR MORE	5.2	19.7	65.0	70.7	8.4	28.4	57.4	71.6	12.9	74.2	21.5	69.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	214	240	21	88	50	115	10	64	454	109	171	74

-----MARKET-----

107

-----MARKET-----

108

The table for question 635B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

Q036TIME - NO. OF MONTHS SINCE TALKED WITH ARMY RECRUITER

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLD FEMALES TOTAL (PCT)
---RESPONSES												
UP TO 1 MONTH	21.1	18.4	18.9	1.8	21.5	6.8	1.2	2.5	14.8	2.7	9.8	2.3
ONE MONTH	8.6	7.2	9.4	2.6	5.3	4.6	20.9	8.9	7.8	3.8	4.8	3.2
2 MONTHS	6.1	6.3	2.7	8.9	6.2	3.8	8	8.7	6.2	1.3	4.3	8.7
3 MONTHS	7.8	6.8	8	8.6	6.1	7.9	8	8	6.9	8.5	7.5	8
4 TO 6 MONTHS	17.6	14.6	4.8	1.8	29.2	15.2	29.8	8.5	15.8	2.2	18.7	3.8
7 TO 12 MONTHS	16.8	14.2	8	6.8	9.4	17.1	9.4	4.5	15.2	5.8	15.2	5.1
13 TO 18 MONTHS	16.3	14.3	18.2	5.5	15.8	19.2	8	4.8	15.1	6.3	18.3	4.8
19 TO 24 MONTHS	3.8	4.8	8	2.8	1.2	6.8	8	1.8	4.8	2.3	5.3	1.4
25 MONTHS OR MORE	3.8	21.8	62.9	77.9	5.2	19.8	39.4	84.7	14.4	75.2	18.2	79.5
---TOTAL---	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8	100.8
---COUNT---	444	643	38	169	88	241	18	118	1897	285	321	138

Q637 - DID THE MARINE CORPS RECRUITER YOU TALKED TO REPRESENT THE...

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	TOTAL (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
ACTIVE MARINES	50.0	57.2	59.0	60.5	54.9	39.3	65.7	45.0	54.0	65.1	43.1	46.8
MARINE RESERVES	12.2	11.2	7.7	13.0	8.9	15.2	0	14.7	11.0	12.5	13.7	13.7
BOTH	34.9	28.0	20.5	16.4	30.5	38.2	0	33.1	30.9	18.4	36.4	31.1
DONT KNOW	2.1	3.0	0.0	3.5	5.7	6.1	34.3	0.0	3.0	4.0	0.0	8.4
REFUSED	0	0	0	0	0	1.1	0	0	0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	273	305	20	98	33	90	3	40	658	124	129	43

-----MARKET-----

112

The table for question 6308 has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

Q039TIME -NO. OF MONTHS SINCE TALKED WITH MARINE RECRUITER

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
UP TO 1 MONTH	19.7	11.7	0	0.8	10.2	11.5	0	0	0	15.1	0.7	11.2
ONE MONTH	9.0	4.0	0	0	6.7	5.6	0	2.3	0	6.6	0	5.8
2 MONTHS	6.4	7.9	3.6	0.0	0	5.4	0	0	0	7.2	1.3	4.1
3 MONTHS	7.5	8.3	0	0	1.9	5.7	27.8	0	0	8.8	0	4.7
4 TO 6 MONTHS	16.5	12.8	3.6	0.0	32.9	18.2	34.3	6.7	14.3	14.3	1.3	21.9
7 TO 12 MONTHS	15.6	21.5	8.4	4.1	18.4	11.6	0	17.3	19.6	4.9	13.3	16.1
13 TO 18 MONTHS	15.0	16.7	0	5.1	18.6	19.2	0	1.8	12.5	4.2	19.1	1.7
19 TO 24 MONTHS	4.3	2.8	0	2.6	2.9	7.2	0	0	3.4	1.6	6.1	0
25 MONTHS OR MORE	6.1	19.5	84.5	86.4	8.6	15.6	37.8	71.9	13.9	86.6	13.8	69.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	258	365	23	98	32	91	3	36	623	113	123	39

--RESPONSES

Q848 - DID THE NAVY RECRUITER (YOU TALKED TO) REPRESENT THE...

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
ACTIVE NAVY	68.8	59.8	68.8	76.5	41.1	45.9	21.1	49.8	59.9	78.3	44.8	47.5
NAVAL RESERVES	9.2	11.7	3.9	4.1	27.3	17.3	65.7	17.8	18.8	4.1	28.1	28.6
BOTH	27.5	23.1	28.6	23.3	26.2	29.6	13.2	28.1	24.8	22.7	28.7	27.6
DONT KNOW	3.3	5.4	7.2	2.1	5.3	7.1	8	5.3	4.8	3.8	8.8	4.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	244	383	22	181	34	96	4	55	687	123	138	59

Q041A - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		TOTAL	(PCT)	TOTAL	(PCT)	TOTAL
PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP	PROP
(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
---RESPONSES																			
RECRUITER CALLED	26.1	36.0	17.3	20.3	4.5	15.0	0	5.0	32.1	19.0	12.0	5.2							
CALLED RECRUITER	9.0	4.0	20.3	10.5	0.0	9.4	0	22.2	0.0	12.2	9.0	20.5							
RECRUITING STATION	15.1	14.0	20.4	25.0	9.4	12.3	70.0	11.0	14.9	24.2	11.5	10.0							
JOB FAIR	2.1	0.0	5.1	0.9	13.2	1.0	0	3.1	1.2	1.0	5.0	2.0							
AT SCHOOL	42.0	35.2	30.5	32.5	53.5	50.0	21.1	37.4	30.1	32.2	51.0	30.2							
OTHER WAY	3.9	0.3	3.7	10.0	11.3	10.0	0	20.0	0.5	9.0	10.0	19.2							
DONT KNOW	0.5	0.0	2.7	0	0	0	0	0	0.0	0.5	0	0							
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
---COUNT---	244	303	22	101	34	90	4	55	607	123	130	59							

The table for question 841B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

-----MARKET-----

118

-----MARKET-----

---RESPONSES

-----MARKET-----

---RESPONSES

Q647 - (IF YES TO Q646) WHERE DID YOU TAKE THE ASVAB?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
AT HIGH SCHOOL	63.8	71.9	36.2	45.9	73.3	87.1	51.3	57.2	69.1	43.9	84.7	56.7
AT MEPS	28.6	21.4	42.3	45.8	22.8	18.4	33.6	35.3	23.9	45.1	12.6	35.1
ELSEWHERE	7.5	6.0	21.5	7.8	3.9	2.4	15.8	7.5	6.9	18.7	2.7	8.2
DONT KNOW	0.1	0.1	0	0.4	0	0	0	0	0.1	0.4	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	358	658	54	193	81	358	11	95	1008	247	437	108

--RESPONSES

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q050 - PROVIDES MONEY FOR EDUCATION?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
AIR FORCE	15.7	12.2	18.8	17.1	19.1	15.7	38.5	19.7	13.3	17.4	18.1	28.2
ARMY	88.5	61.3	53.6	54.7	54.8	53.5	41.8	47.4	61.1	54.5	53.5	47.1
MARINES	8.8	7.6	9.3	8.9	10.3	10.7	2.7	11.6	8.8	9.8	10.6	10.5
NAVY	9.8	11.4	8.8	11.8	11.8	12.4	16.3	10.5	10.9	11.3	12.3	10.8
NONE	4.8	5.6	7.5	5.8	4.8	5.6	3.2	8.3	5.1	5.4	5.5	8.8
DONT KNOW	1.3	1.9	2.8	2.5	1.1	2.1	5.4	3.1	1.7	2.5	1.9	3.2
REFUSED	0	0	0	0	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3868	153	915	485	2788	58	1844	5382	1888	3191	1182

--RESPONSES

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q051 - LACK OF PERSONAL FREEDOM?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER MALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
AIR FORCE	7.5	6.3	7.7	6.3	8.9	8.0	4.8	7.1	6.7	6.5	8.1	7.0
ARMY	18.0	17.4	14.2	16.4	26.5	23.9	25.8	20.2	17.6	16.1	24.3	20.5
MARINES	39.7	39.2	38.0	39.6	27.6	27.3	36.6	30.5	39.4	39.3	27.3	30.8
NAVY	19.9	19.2	26.2	23.7	18.7	20.2	15.0	21.5	19.4	24.1	20.0	21.2
NONE	12.1	14.2	10.7	10.7	14.7	14.0	10.3	15.2	13.6	10.7	14.7	14.9
DONT KNOW	2.7	3.6	3.2	3.1	3.7	5.8	7.4	5.3	3.3	3.1	5.5	5.4
REFUSED	0	0	0	0.2	0	0	0	0.1	0	0.2	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3660	153	915	405	2780	58	1044	5302	1008	3191	1102

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q652 - TEACHES VALUABLE SKILLS AND TRADES?

	MARKET-----						MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
AIR FORCE	30.2	28.7	30.9	35.6	35.3	28.8	48.1	30.8	29.2	34.9	29.0	31.7
ARMY	35.3	34.4	30.5	31.1	27.6	33.7	34.5	30.0	34.7	31.0	32.9	30.2
MARINES	14.8	12.4	9.1	12.0	12.0	14.8	6.4	13.0	13.1	11.6	14.4	13.5
NAVY	15.7	17.2	21.1	15.1	17.4	15.0	7.4	10.8	10.7	10.0	15.3	16.3
NONE	3.2	5.3	5.5	4.7	5.0	5.5	1.8	5.9	4.7	4.8	5.5	5.7
DONT KNOW	0.9	1.9	2.8	1.5	2.3	2.2	1.7	2.7	1.6	1.7	2.2	2.6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3000	153	915	405	2780	50	1044	5382	1068	3191	1102

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q053 - EXTENDED DUTY AWAY FROM IMMEDIATE FAMILY?

	MARKET						MARKET					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
---RESPONSES												
AIR FORCE	9.6	9.3	8.5	10.0	14.0	11.9	13.0	12.7	12.7	9.4	9.8	12.1
ARMY	22.7	10.4	19.2	17.4	23.7	23.3	29.5	19.5	19.5	19.8	17.6	23.4
MARINES	19.1	17.0	24.8	17.4	19.0	19.0	15.0	18.0	18.0	10.1	10.4	19.0
NAVY	42.0	45.7	38.0	48.3	35.2	34.4	31.0	40.7	40.7	44.7	40.9	34.5
NONE	4.0	7.2	0.1	4.0	5.0	7.5	4.2	0.0	0.0	0.4	5.1	7.3
DONT KNOW	1.4	1.7	1.1	2.4	2.4	3.2	5.4	2.1	2.1	1.6	2.2	3.1
REFUSED	0	0	0	0	0	0	0	0.1	0.1	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3660	153	915	405	2700	50	1044	5382	1000	3191	1102

-----MARKET-----

128

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q855 - EQUAL PAY AND ADVANCEMENT FOR MEN AND WOMEN?

		-----MARKET-----										-----MARKET-----									
		YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES			
		POS		NEG		POS		NEG		POS		NEG		POS		NEG		TOTAL		TOTAL	
		PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
--RESPONSES	AIR FORCE	21.4	17.4	26.8	21.7	27.2	20.6	33.8	23.5	18.7	22.5	21.5	24.0								
	ARMY	49.8	50.0	46.3	46.4	37.9	45.4	34.5	42.4	49.9	46.4	44.4	42.0								
	MARINES	9.2	8.5	7.2	7.0	12.8	9.5	13.0	8.4	8.7	7.0	9.9	8.6								
	NAVY	13.3	12.7	9.5	15.2	11.0	13.0	13.8	13.3	12.9	14.4	12.7	13.3								
	NONE	4.7	8.5	8.7	6.8	6.4	7.9	3.2	8.9	7.3	7.0	7.7	8.6								
DONT KNOW		1.8	3.0	1.4	2.9	4.6	3.0	1.7	3.5	2.6	2.7	3.8	3.4								
REFUSED		0	0	0	0	0	0	0	0.1	0	0	0	0.1								
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					100.0	100.0	100.0	100.0
--COUNT--		1722	3660	153	915	405	2786	58	1644	5382	1608	3191	1102								

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q666 - WORK THAT DOES NOT PREPARE YOU FOR CIVILIAN CAREER?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
AIR FORCE	12.5	11.5	6.4	9.1	14.6	13.8	16.6	11.7	11.8	8.7	14.8	12.8
ARMY	21.4	19.8	23.9	19.5	24.4	21.8	19.7	23.6	28.3	28.1	21.5	23.4
MARINES	38.1	38.8	35.8	34.1	22.4	21.5	21.5	22.4	38.8	34.3	21.8	22.4
NAVY	18.8	17.1	17.8	18.2	28.3	19.8	18.5	17.8	17.8	18.8	19.8	17.7
NONE	13.8	18.9	14.3	15.7	15.9	17.8	19.9	19.3	15.9	15.5	17.3	18.3
DONT KNOW	3.8	4.8	2.7	3.4	2.2	8.3	5.7	4.9	4.3	3.3	5.8	4.9
REFUSED	8	8	8	8	8	8	8	8.2	8	8	8	8.2
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1722	3888	153	915	485	2788	58	1844	5382	1888	3191	1182

Q657 - DEFENDING YOUR COUNTRY?

-----MARKET-----

YOUNG MALES	POS	NEG
	PROP	PROP
	(PCT)	(PCT)

AIR FORCE

50.7

24.8

6.7

25

1.7

3

1102

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q658 - WORKING IN A HIGH-TECHNOLOGY ENVIRONMENT?

		MARKET										MARKET																									
		YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES							
		POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)				

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q659 - WORK IN OR NEAR A COMBAT ZONE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
AIR FORCE	5.3	4.8	6.6	4.2	7.4	6.7	11.8	6.4	5.0	4.5	6.8	6.7
ARMY	45.3	43.7	40.1	43.4	54.8	54.7	50.3	57.9	44.2	42.9	54.7	57.5
MARINES	39.5	38.9	39.2	41.8	20.9	22.7	20.3	22.4	39.1	41.4	22.4	22.3
NAVY	6.1	6.7	9.5	5.8	9.9	8.8	13.0	6.8	6.5	6.4	8.9	6.9
NONE	2.7	4.4	3.9	3.4	4.0	4.9	2.9	4.7	3.9	3.5	4.8	4.6
DONT KNOW	1.2	1.5	0.7	1.4	3.1	2.2	1.7	1.8	1.4	1.3	2.4	1.8
REFUSED	0	0	0	0	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3680	153	915	405	2786	58	1044	5382	1068	3191	1102

--RESPONSES

Q682 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN LAST 6 MONTHS?

	-----MARKET-----										-----MARKET-----																													
	YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
	POS		NEG		PROP	POS		NEG		PROP	POS		NEG		PROP	POS		NEG		PROP	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL									
	(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)					
YES	47.7	38.6			35.7	26.2	51.3			38.9	44.6	22.5			41.5	22.4	46.5			23.6																				
NO	51.4	61.1			64.3	79.7	48.1			68.9	54.4	77.4			58.6	77.5	59.3			76.3																				
DONT KNOW	6.9	6.3			6	6.1	6.5			6.2	1.6	6			6.5	6.1	6.2			6.1																				
REFUSED	6	6.6			6	6	6			6	6	6.1			6.6	6	6			6.1																				
---TOTAL---	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0			100.0	100.0	100.0			100.0																				
---COUNT---	1722	3668			153	916	485			2786	58	1044			5382	1068	3191			1162																				

Q003 - WITHIN PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
YES	61.9	27.9	46.2	13.2	54.9	13.8	48.1	6.7	38.8	17.1	19.0	8.8
NO	37.9	71.9	59.8	86.7	45.1	86.2	51.9	93.2	61.0	82.9	81.0	91.1
DONT KNOW	0.2	0.2	0	0.1	0	0	0	0	0.2	0.1	0	0
REFUSED	0	0	0	0	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3668	153	915	405	2786	58	1644	5382	1668	3191	1162

--RESPONSES

Q004A - WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
FRIENDS	50.3	53.0	53.4	53.9	43.0	42.1	62.3	44.0	51.0	53.8	42.4	49.0
MOTHER	39.1	28.8	26.4	17.2	43.5	36.4	19.7	15.9	34.1	20.2	39.0	16.9
FATHER	40.4	31.3	28.2	17.9	40.3	31.6	14.3	17.7	35.9	21.4	34.8	16.8
BROTHER/SISTER	12.5	7.7	23.9	11.6	16.4	15.1	12.8	26.3	10.1	15.7	15.0	22.8
OTHER RELATIVE	15.6	7.6	21.3	7.9	13.7	6.6	6.0	10.9	11.7	12.4	9.2	9.5
BOY/GIRL FRIEND/SPOUSE	3.8	4.3	20.9	10.9	13.0	8.7	17.9	18.3	4.0	14.2	10.3	18.2
TEACHER	3.5	1.1	0	0	6.7	1.2	0	0	2.4	0	3.2	0
SCHOOL COUNSELOR	5.0	2.9	0.9	0	4.3	3.0	0	2.6	4.0	0.3	3.5	1.9
RECRUITER	24.3	28.3	19.7	22.7	17.7	23.1	20.1	23.3	20.3	21.7	21.1	22.4
COWORKER	0.6	0.7	4.6	1.9	0.9	0	2.2	2.2	0.7	2.8	0.3	2.2
EMPLOYER	0.7	0.6	1.7	0.6	0.8	0	0	0	0.6	1.0	0.3	0
---TOTAL---	-----QUESTION PERMITTED AS MANY AS 11 RESPONSES-----											
--COUNT--	1060	1038	63	121	222	373	29	73	2098	184	596	102

Q084B1 - IS YOUR FRIEND CURRENTLY SERVING ON ACTIVE DUTY?
(IF MENTIONED IN Q084A)...

		-----MARKET-----										-----MARKET-----																					
		YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG					
		PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)				
--RESPONSES																																	
YES		46.1	47.8	59.1	48.8	51.5	51.2	61.9	34.1	46.9	51.5	51.3	43.9																				
NO		53.9	52.2	40.9	52.0	48.5	48.8	38.1	65.9	53.1	48.5	48.7	56.1																				
---TOTAL---		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																				
--COUNT--		531	524	29	61	85	154	17	27	1055	98	239	44																				

Q00402 - IS YOUR MOTHER CURRENTLY SERVING ON ACTIVE DUTY?
(IF MENTIONED IN Q004A)...

-----MARKET-----										-----MARKET-----																																																						
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES																													
POS					POS					POS					POS					POS					POS					POS					POS																													
NEG					NEG					NEG					NEG					NEG					NEG					NEG					NEG																													
PROP					PROP					PROP					PROP					PROP					PROP					PROP					PROP																													
(PCT)					(PCT)					(PCT)					(PCT)					(PCT)					(PCT)					(PCT)					(PCT)																													
1.0					1.5					0					0					1.3					0					13.0					1.2					0					0.7					0.3														
98.1					98.1					100.0					100.0					98.0					98.1					100.0					86.4					98.1					100.0					98.8					98.7									
0.0					0.3					0					0					2.0					0.7					0					0					0.7					0					1.2					0									
100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0					100.0				
411					303					10					20					94					120					0					12					714					36					220					10									

---RESPONSES

YES

NO

DONT KNOW

---TOTAL---

---COUNT---

--RESPONSES

YES

NO

DONT KNOW

--TOTAL--

--COUNT--

-----MARKET-----

-----MARKET-----

[illegible]

--RESPONSES

	3.5	4.4	7.5	12.8	3.9	0	10.5
YES	3.5	4.4	7.5	12.8	3.9	0	10.5
NO	0	0	0	0	0	0	0
TOTAL	3.5	4.4	7.5	12.8	3.9	0	10.5

	96.2	95.3	106.6	106.8	92.5	87.2	109.9	100.9
N0								

DONT KNOW

[illegible]

--COUNT--
418
329
16
23
96
105
6
14
740

(IF MENTIONED IN Q684A)...

-----MARKET-----

Q084B6 - IS YOUR OTHER RELATIVE CURRENTLY SERVING ON ACTIVE DUTY?
(IF MENTIONED IN Q084A) ...

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS	NEG	(PCT)	POS	NEG	(PCT)	POS	NEG	(PCT)	TOTAL	(PCT)	TOTAL
	PROP	PROP		PROP	PROP		PROP	PROP		MALES		YOUNG FEMALES
YES	43.2	44.1	77.1	40.1	49.5	48.3	39.7	50.5	43.5	61.4	49.0	53.0
NO	56.3	53.0	22.9	59.9	50.5	51.7	60.3	43.5	55.5	38.6	51.0	46.4
DONT KNOW	0.4	2.2	0	0	0	0	0	0	1.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	155	82	13	10	31	25	3	7	237	23	50	10

--RESPONSES

Q68486 - IS YOUR SPOUSE/BOY/GIRL FRIEND CURRENTLY SERVING ON ACTIVE DUTY?
(IF MENTIONED IN Q684A)...

										-----MARKET-----				-----MARKET-----			
		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER MALES	
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
2.5	1.0	0	0	0	0	54.9	36.5	14.0	21.3	1.0	0	45.1	0	19.0	0	0	0
94.1	99.0	100.0	100.0	45.1	63.5	95.1	70.7	96.6	100.0	96.6	100.0	54.9	96.4	0	0	0	0
3.4	0	0	0	0	0	0	0	0	0	1.7	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
45	41	12	11	28	39	0	15	86	23	67	21	0	0	0	0	0	0

--RESPONSES

YES

NO

DONT KNOW

--TOTAL--

--COUNT--

Q666 -IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER
WOULD YOU SAY IT WAS....

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
WASTE OF TIME	2.4	16.8	4.7	9.5	2.5	7.3	0	7.1	8.1	8.9	8.7	8.7
UP TO HIM/HER	36.7	64.2	35.8	62.4	33.6	66.8	34.3	62.1	55.4	58.6	61.8	66.7
GOOD IDEA	66.6	24.5	58.9	27.5	63.1	28.5	65.7	38.1	36.8	32.6	31.2	31.9
DONT KNOW	8.3	8.5	8.6	8.5	8.8	8.3	8	8.5	8.5	8.5	8.3	8.5
REFUSED	0	8.1	0	8.1	0	0	0	8.2	8.1	8.8	0	8.2
--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
--COUNT--	1722	3660	163	915	485	2788	68	1844	5382	1888	3191	1182

--RESPONSES

Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?
WOULD YOU SAY THAT MOST OF THEM ARE...?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
23.1	5.0	24.0	5.1	29.3	5.1	5.1	10.1	4.0	11.4	7.7	8.1	4.7	4.7	11.4	7.7	8.1	4.7	4.7	11.4
41.3	24.1	36.4	21.9	35.3	19.2	19.2	26.6	17.2	29.0	24.0	21.3	17.7	17.7	29.0	24.0	21.3	17.7	17.7	29.0
17.0	33.5	10.0	33.4	15.2	33.1	33.1	19.4	24.9	28.4	31.1	30.0	24.0	24.0	28.4	31.1	30.0	24.0	24.0	28.4
9.4	10.7	14.6	10.4	10.7	10.9	10.9	17.6	17.6	15.7	17.0	17.0	17.5	17.5	15.7	17.0	17.0	17.5	17.5	15.7
7.1	10.7	7.2	19.0	9.5	22.0	22.0	17.1	35.7	13.0	17.9	20.0	34.7	34.7	13.0	17.9	20.0	34.7	34.7	13.0
1.3	1.1	1.1	1.4	0.9	1.1	1.1	1.3	0.7	1.2	1.4	1.1	0.0	0.0	1.2	1.4	1.1	0.0	0.0	1.2
0.1	0.0	0	0.1	0	0	0	0	0.1	0.0	0.1	0	0.1	0.1	0.0	0.1	0	0.1	0.1	0.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1722	3660	153	915	405	2706	2706	50	1044	5302	1050	3191	1102	1102	5302	1050	3191	1102	1102	5302

--RESPONSES

[illegible]

VERY FAVORABLE	34.2	3.0	32.4	3.0	32.0	1.0	22.3	3.5	13.0	7.0	5.7	4.5
SOMEWHAT FAVORABLE	44.3	10.0	44.5	10.0	45.7	14.2	51.0	11.4	20.9	20.7	18.2	13.4
NEITHER	12.4	21.0	10.4	19.7	9.0	10.0	4.0	15.0	10.3	10.4	10.9	15.1
SOMEWHAT UNFAVORABLE	5.0	25.1	0.0	23.1	0.0	22.1	12.2	20.9	10.0	20.7	20.1	20.5
VERY UNFAVORABLE	3.2	31.0	5.3	30.2	5.1	43.0	9.0	40.3	22.5	31.0	30.9	40.3
DONT KNOW	0.3	0.4	1.4	0.3	0.5	0.2	0	0.1	0.3	0.5	0.2	0.1
REFUSED	0.1	0.1	0	0	0	0	0	0.1	0.1	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3000	153	915	405	2700	50	1044	5302	1000	3191	1102

Q698 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM (PSAT,SAT,ACT)?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)	
PROP	NEG	PROP	(PCT)		PROP	NEG	PROP	(PCT)		PROP	NEG	PROP	(PCT)		PROP	NEG	PROP	(PCT)	
TOTAL					TOTAL					TOTAL					TOTAL				
(PCT)					(PCT)					(PCT)					(PCT)				
34.3	58.9	31.2	43.5	36.3	53.1	35.0	48.1	45.5	41.0	51.0	47.5								
65.6	49.0	68.4	56.0	63.5	46.0	65.0	51.0	54.3	57.0	48.0	52.3								
0.1	0.2	0.4	0.4	0	0.2	0	0.2	0.2	0.4	0.2	0.2								
0	0	0	0	0.3	0	0	0.1	0	0	0.0	0.1								
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
1722	3660	153	915	405	2700	50	1044	5302	1000	3191	1102								

--RESPONSES

Q699 - (IF Q698=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

-----MARKET-----													
-----MARKET-----													
YOUNG MALES				OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES	OLDER MALES	YOUNG FEMALES	OLDER FEMALES
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
75.9	63.4	66.6	34.6	82.4	67.4	67.6	42.9	68.3	38.4	69.9	44.6		
22.6	33.6	38.7	63.1	14.6	29.5	26.6	53.5	29.2	59.6	28.9	51.9		
2.1	2.8	1.4	2.7	3.2	3.2	5.6	3.4	2.5	2.4	3.2	3.5		
0	0	0	6.2	6.4	6	6	6.2	6	6.2	6.1	6.2		
166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
1124	1766	166	511	256	1299	37	528	2684	611	1549	565		
--RESPONSES													
YES													
NO													
DONT KNOW													
REFUSED													
--TOTAL--													
--COUNT--													

Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	OLD MALES TOTAL PROP (PCT)	YOUNG FEMALES TOTAL PROP (PCT)
--RESPONSES												
MOSTLY A'S	4.2	6.2	2.0	3.6	7.5	8.1	2.1	7.0	5.5	3.4	8.0	6.7
A'S & B'S	14.6	21.8	12.5	11.2	23.3	29.0	26.3	24.3	19.5	11.3	28.3	24.4
MOSTLY B'S	18.2	22.7	20.9	22.0	22.9	25.1	16.3	26.7	21.3	21.9	24.8	26.1
B'S & C'S	37.0	28.1	26.0	33.9	31.1	25.3	37.8	28.2	30.9	32.9	26.0	28.7
MOSTLY C'S	17.8	15.2	30.5	21.1	11.5	9.9	14.3	10.1	16.0	22.3	10.1	10.3
C'S & D'S	7.1	4.8	5.0	7.0	2.9	2.0	3.1	3.0	5.5	4.7	2.1	3.0
D'S & F'S	0.7	0.7	1.9	1.3	0.5	0.3	0	0.4	0.7	1.4	0.3	0.4
DONT KNOW	0.4	0.4	0.6	0.1	0	0.3	1.1	0.2	0.4	0.1	0.2	0.2
REFUSED	0	0.1	0	0	0.3	0.1	0	0.2	0.1	0	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1704	3634	145	905	402	2769	57	1025	5338	1050	3171	1002

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES												
COLLEGE PREP	65.2	74.0	50.9	63.7	73.4	44.9	63.5	71.2	62.0	72.2	62.5	62.5
BUSINESS	0.9	5.9	10.8	7.5	12.7	19.2	18.3	0.2	7.9	13.0	18.4	18.4
VOC/TECH	25.5	18.5	30.0	27.2	12.1	35.9	16.4	20.8	28.5	12.9	17.4	17.4
DONT KNOW	2.3	1.5	1.5	1.6	1.7	0	1.7	1.7	1.6	1.8	1.6	1.6
REFUSED	0.1	0.1	0	0	0.0	0	0.1	0.1	0	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1704	3834	145	905	2769	57	1025	5338	1050	3171	1082	1082

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q702 - ELEMENTARY ALGEBRA?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES, TAKEN	74.4	83.6	71.4	75.4	75.6	83.3	63.7	78.6
YES, PLAN TO	9.6	2.9	4.6	1.2	7.7	3.2	1.7	1.7
NO	16.3	13.1	24.0	23.4	16.4	13.3	34.5	20.0
DONT KNOW	0.2	0.2	0.6	0	0	0.1	0	0.3
REFUSED	0.1	0.2	0	0	0.3	0.0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1764	3634	145	985	462	2769	57	1025
							5338	1050
							3171	1002

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q703 - PLANE GEOMETRY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			YOUNG MALES			YOUNG FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES, TAKEN	49.1	65.7	48.7	58.0	52.3	61.4	44.3	48.3	60.4	58.7	60.2	48.1
YES, PLAN TO	16.3	7.2	5.8	1.6	14.2	6.1	1.6	2.5	10.1	2.2	7.2	2.5
NO	34.3	26.8	45.5	40.4	33.2	32.3	54.1	48.8	29.2	41.1	32.4	49.1
DONT KNOW	0.3	0.2	0	0	0	0.1	0	0.3	0.2	0	0.1	0.3
REFUSED	0.1	0.2	0	0	0.3	0.1	0	0.1	0.2	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1764	3634	145	985	482	2769	57	1025	5338	1050	3171	1082

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q704 - BUSINESS MATH?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES, TAKEN	38.0	37.0	60.3	52.0	39.9	39.7	64.7	57.5	37.3	53.1	39.7	57.0
YES, PLAN TO	11.4	7.9	3.7	2.0	13.7	7.8	1.4	3.0	9.0	2.7	0.0	2.9
NO	50.1	54.7	36.0	45.4	46.2	52.2	32.1	39.2	53.2	44.1	51.4	38.9
DONT KNOW	0.4	0.1	0	0	0	0.2	1.0	0.3	0.2	0	0.1	0.3
REFUSED	0.1	0.4	0	0	0.3	0.1	0	0.1	0.3	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1704	3034	145	905	402	2709	57	1025	5338	1050	3171	1002

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q706 - COMPUTER SCIENCE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLD FEMALES TOTAL (PCT)
YES, TAKEN	28.4	34.6	19.5	16.4	30.5	28.5	22.0	13.8	32.0	16.8	28.8	14.2
YES, PLAN TO	17.2	10.1	6.9	3.6	15.1	9.6	3.1	6.0	12.4	3.8	10.2	5.9
NO	54.3	54.9	74.6	80.1	54.1	61.8	75.0	79.8	54.7	79.4	88.8	79.6
DONT KNOW	0.0	0.1	0	0	0	0.1	0	0.3	0.1	0	0.1	0.3
REFUSED	0.1	0.4	0	0	0.3	0.1	0	0.1	0.3	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1704	3634	145	905	402	2769	57	1026	5338	1050	3171	1082

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q706 - INTERMEDIATE ALGEBRA7

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
YES, TAKEN	43.3	55.5	46.7	45.7	43.3	51.4	28.5	44.2	51.6	45.8	58.3	43.4
YES, PLAN TO	15.5	8.1	7.9	2.4	15.5	8.3	18.9	3.2	18.5	3.1	9.2	3.6
NO	41.0	35.9	45.4	51.9	41.0	40.2	68.6	52.3	37.5	51.0	40.3	52.7
DONT KNOW	0.1	0.1	0	0	0	0.0	0	0.3	0.1	0	0.0	0.3
REFUSED	0.1	0.4	0	0	0.3	0.1	0	0.1	0.3	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1764	3634	145	985	482	2769	57	1825	5338	1850	3171	1882

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q787 - TRIGONOMETRY?

	-----MARKET-----						-----MARKET-----														
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
YES, TAKEN	18.4	29.5		17.2	28.8		18.2	21.7		28.4	12.3		25.9	28.3		21.2	12.7				
YES, PLAN TO	18.1	12.1		11.8	3.2		19.8	18.5		1.4	4.2		14.8	4.2		11.8	4.8				
NO	83.2	58.8		71.7	76.8		62.5	67.8		78.2	83.2		59.7	75.4		67.8	82.9				
DONT KNOW	8.3	8.1		8	8.1		8	8.1		8	8.3		8.2	8.1		8.1	8.3				
REFUSED	8.1	8.4		8	8		8.3	8.1		8	8.1		8.3	8		8.1	8.1				
--TOTAL--	188.8	188.8		188.8	188.8		188.8	188.8		188.8	188.8		188.8	188.8		188.8	188.8				
--COUNT--	1784	3834		145	985		482	2769		67	1825		5338	1858		3171	1882				

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q708 - CALCULUS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
YES, TAKEN	7.0	12.4	12.5	9.4	9.2	8.7	10.9	5.2	10.7	9.9	8.8	5.8
YES, PLAN TO	16.9	13.9	10.7	2.2	16.8	10.7	5.0	4.1	14.8	3.4	11.5	4.2
NO	75.7	73.4	76.8	88.3	73.4	80.3	78.1	90.2	74.1	86.7	79.4	89.6
DONT KNOW	0.3	0.1	0	0.1	0.3	0.2	0	0.4	0.2	0.1	0.2	0.3
REFUSED	0.1	0.3	0	0	0.3	0.1	0	0.1	0.2	0	0.1	0.1
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1784	3634	145	905	402	2769	57	1025	5338	1050	3171	1082

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q799 - PHYSICS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLD FEMALES TOTAL (PCT)
YES, TAKEN	19.9	22.4	22.6	17.1	18.9	14.1	26.8	12.6	21.6	17.8	14.7	13.3
YES, PLAN TO	17.3	12.6	16.7	2.2	26.2	16.2	5.6	3.8	13.7	3.3	11.5	3.8
NO	62.5	65.0	67.3	80.7	60.7	75.5	68.1	83.2	64.2	78.9	73.6	82.4
DONT KNOW	6.2	6.2	6	6	6	6.1	6	6.4	6.2	6	6.1	6.3
REFUSED	6.1	6.4	6	6	6.3	6.1	6	6.1	6.3	6	6.1	6.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1764	3634	145	905	492	2769	57	1025	5338	1056	3171	1062

Q710 - DOES/OIO YOUR HS HAVE A COMPUTERIZED CAREER INFORMATION SYSTEM?

	---MARKET---				---MARKET---			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)
---RESPONSES								
YES	68.4	53.5	57.8	54.7	55.8	55.1		
NO	35.5	41.4	37.8	40.6	39.5	40.2		
DONT KNOW	6.2	4.9	4.4	4.7	5.3	4.7		
REFUSED	0	0.1	0.3	0	0.1	0.0		
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0		
---COUNT---	1704	3634	402	2769	5338	3171		

Q711 - HAVE YOU USED THIS SYSTEM TO GET INFORMATION ON THE MILITARY?

-----MARKET-----

	YOUNG MALES			YOUNG FEMALES			YOUNG MALES		YOUNG FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)
--RESPONSES											
YES	36.7	25.2		25.3	19.3		27.0		20.1		
NO	49.9	55.2		56.9	62.3		53.4		61.6		
DID NOT	18.6	19.3		17.4	17.8		19.1		17.7		
DONT KNOW	0.5	0.4		0.4	0.6		0.4		0.6		
REFUSED	0.1	0		0	0		0.0		0		
--TOTAL--	100.0	100.0		100.0	100.0		100.0		100.0		
--COUNT--	996	1963		227	1466		2958		1693		

Q712 - DID COMPUTER INFO INCREASE YOUR INTEREST IN THE MILITARY?

-----MARKET-----

	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	76.6	31.1	69.2	28.8	48.6	35.6		
NO	22.8	68.8	30.8	71.2	51.1	64.4		
DONT KNOW	0.6	0.1	0	0	0.3	0		
--TOTAL-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT-	305	483	55	278	788	333		

--RESPONSES

Q713A - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
--RESPONSES												
7TH GRADE OR LESS	4.8	3.3	14.9	5.1	6.6	3.3	15.8	8.2	3.8	6.5	3.7	8.6
8TH GRADE	3.1	2.4	5.3	5.4	3.3	2.8	3.1	6.8	2.7	5.3	2.9	5.9
9TH GRADE	2.5	2.2	4.2	3.8	2.8	1.7	7.8	2.6	2.3	3.2	1.8	2.8
10TH GRADE	4.6	2.6	2.9	5.1	3.9	4.2	1.1	5.4	3.2	4.8	4.2	5.2
11TH GRADE	4.7	2.7	3.3	3.3	5.3	3.6	1.6	3.5	3.3	3.3	3.9	3.4
12TH GRADE	37.5	39.8	35.5	43.5	35.9	39.5	25.8	39.7	39.1	42.4	39.8	39.8
13TH	2.7	2.4	8	1.8	1.9	2.9	8	1.5	2.5	1.5	2.8	1.4
14TH	6.2	7.1	5.4	7.4	6.5	7.8	2.4	5.7	6.8	7.1	6.9	5.5
15TH	1.5	1.4	8.8	1.1	1.1	1.7	1.4	1.8	1.5	1.1	1.8	1.8
16TH COLLEGE SR	12.3	15.9	8.3	7.8	11.7	14.8	3.1	8.4	14.8	7.7	14.2	8.1
17TH, GRAD SCHOOL	8.4	8.9	8	8.5	8.4	8.8	1.8	8.6	8.7	8.4	8.8	8.6
18TH, GRAD SCHOOL	1.9	2.5	1.5	1.2	1.5	1.6	4.2	1.1	2.3	1.2	1.8	1.2
19TH, GRAD SCHOOL	8.8	1.8	8	8.2	8.5	8.5	8	8.4	8.9	8.2	8.5	8.4
20 OR MORE	1.8	3.7	8	1.2	1.8	3.8	8	1.7	3.1	1.8	2.9	1.6
DONT KNOW	15.2	11.8	17.9	13.3	15.9	12.2	32.8	13.2	12.3	13.9	12.7	14.2
REFUSED	8.3	1.8	8	8.4	8.8	8.5	8	8.5	8.8	8.4	8.8	8.5
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1722	3688	153	915	485	2788	58	1844	5382	1888	3191	1182

-----MARKET-----

180

Q713C - WHAT IS YOUR CURRENT MARITAL STATUS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	3.8	POS PROP (PCT)	NEG PROP (PCT)	35.7	POS PROP (PCT)	NEG PROP (PCT)	5.2	POS PROP (PCT)	NEG PROP (PCT)	20.6
MARRIED	1.9	3.8	22.8	22.8	35.7	35.7	5.2	11.6	11.6	20.6	58.6	58.6
WIDOWED	0.2	0.0	0	0.1	0.1	0.1	0	0.0	0.0	3.9	0.2	0.2
SEPARATED	0.1	0.0	1.4	1.1	1.1	1.1	0.3	0.7	0.7	4.0	2.4	2.4
DIVORCED	0.4	0.3	6.3	2.0	2.0	2.0	0.2	0.9	0.9	9.5	5.0	5.0
NEVER MARRIED	97.4	95.7	69.5	61.1	61.1	61.1	94.0	86.0	86.0	62.0	33.8	33.8
DONT KNOW	0	0.0	0	0	0	0	0	0.1	0.1	0	0	0
REFUSED	0	0.1	0	0.1	0.1	0.1	0.3	0.0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3860	153	915	915	915	405	2786	58	1044	5382	3191
												1102

Q713D - HOW MANY DEPENDENTS DO YOU HAVE?

-----MARKET-----

-----MARKET-----

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		TOTAL (PCT)	TOTAL (PCT)		TOTAL (PCT)	TOTAL (PCT)		TOTAL (PCT)	
0	89.0	92.2		62.0	57.2		87.0	83.8		37.4	42.2		91.2	57.9		84.2	41.9			
1	3.9	3.8		15.2	17.6		7.4	9.4		42.8	25.9		3.9	17.3		9.1	26.7			
2	3.7	2.4		11.4	15.5		3.4	5.1		14.3	19.6		2.8	14.9		4.9	19.4			
3	1.2	0.7		5.4	7.3		1.0	1.1		3.9	8.8		0.9	7.0		1.0	8.0			
4	0.5	0.3		2.8	2.1		0.2	0.2		1.6	2.7		0.4	2.2		0.2	2.7			
5	0.7	0.2		1.9	0.1		0.5	0.2		0	0.4		0.3	0.4		0.3	0.4			
6	0.1	0.1		0	0.1		0	0.1		0	0.3		0.1	0.1		0.1	0.2			
7	0.3	0		0.9	0		0	0		0	0.1		0.1	0.1		0	0.1			
8	0.3	0		0	0		0	0		0	0		0.1	0		0	0			
9	0.0	0		0	0		0	0		0	0		0.0	0		0	0			
10	0.2	0.0		0.4	0		0.3	0		0	0		0.1	0.1		0.0	0			
REFUSED	0.1	0.3		0	0.1		0.3	0.1		0	0		0.2	0.1		0.1	0			
--TOTAL--	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0			
--COUNT--	1722	3660		153	915		405	2780		50	1044		5382	1008		3191	1102			

--RESPONSES

Q713E - HOW MANY BROTHERS DO YOU HAVE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			YOUNG MALES			YOUNG FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
0	24.3	25.4	12.5	18.0	19.2	23.0	5.1	15.9	25.0	17.3	22.6	15.4
1	30.0	35.3	32.7	34.8	33.7	37.5	37.5	30.9	33.8	34.5	37.1	31.2
2	21.1	23.0	19.1	23.7	22.2	21.2	21.9	24.3	22.4	23.1	21.3	24.1
3	11.5	0.2	10.2	12.6	10.0	9.4	21.0	14.8	9.3	12.3	9.6	15.1
4	5.4	4.0	9.4	5.0	0.4	4.1	10.1	7.4	4.5	0.1	4.4	7.5
5	3.1	1.9	0.0	2.0	2.8	2.5	1.1	3.4	2.3	2.7	2.5	3.3
6	1.4	0.9	3.9	1.4	2.3	1.0	1.2	2.0	1.0	1.7	1.2	2.0
7-9	1.9	0.0	4.2	1.0	1.0	0.0	1.0	1.0	1.0	2.1	0.9	1.0
10 OR MORE	0.3	0.2	1.0	0	0	0.1	0	0.3	0.3	0.2	0.1	0.2
DONT KNOW	0	0.0	0	0	0.2	0.1	0	0	0.0	0	0.1	0
REFUSED	0.1	0.5	0	0.2	0.4	0.2	0	0.2	0.4	0.2	0.2	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3660	153	915	405	2706	58	1044	5302	1068	3191	1102

Q713f - HOW MANY SISTERS DO YOU HAVE?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					YOUNG MALES					YOUNG FEMALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)	
PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP	
(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)	
23.8	28.4	12.4	21.5	22.9	27.8	19.5	18.9	26.9	20.2	27.1	18.9	31.2	34.2	19.1	23.2	12.4	6.9	3.8	1.6
34.4	36.4	28.5	31.8	28.5	35.1	19.7	31.8	35.8	30.6	34.2	31.2	34.2	34.2	19.1	23.2	12.4	6.9	3.8	1.6
19.4	19.7	25.7	23.8	21.4	18.7	29.4	22.8	19.6	24.1	19.1	23.2	12.4	6.9	3.8	1.6	1.1	1.7	0.4	0.1
11.5	7.7	18.4	12.3	14.2	8.7	15.5	12.2	8.9	12.8	9.4	12.4	6.9	3.8	1.6	1.1	1.7	0.4	0.1	0.1
5.6	3.9	12.1	6.7	7.5	4.5	12.7	6.6	4.4	6.6	4.9	6.9	3.8	1.6	1.1	1.7	0.4	0.1	0.1	0.1
2.8	1.6	3.9	3.6	2.3	2.1	0	4.0	1.9	3.6	2.1	3.8	1.6	1.1	1.7	0.4	0.1	0.1	0.1	0.1
1.5	0.9	2.2	0.4	1.0	1.5	0	1.6	1.1	0.6	1.4	1.6	1.1	1.7	0.4	0.1	0.1	0.1	0.1	0.1
1.1	1.0	4.3	1.5	1.3	1.1	3.3	1.5	1.0	1.8	1.1	1.7	0.4	0.1	0.1	0.1	0.1	0.1	0.1	0.1
0.1	0	0.5	0	0.6	0.1	0	0.5	0	0.1	0.2	0.4	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
0.0	0.0	0	0	0	0.1	0	0	0.0	0	0.1	0	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2
0.1	0.4	0	0.2	0.4	0.2	0	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1722	3688	153	915	405	2788	58	1844	5382	1888	3191	1182	189	312	191	232	124	69	38	16

--RESPONSES

16 OR MORE

DONT KNOW

REFUSED

--TOTAL--

--COUNT--

-----MARKET-----

YES	86.4	85.9	45.7	41.4	84.9	78.4	46.6	22.2	86.1	42.6	79.2	23.4
NO	13.5	13.9	54.3	58.5	14.8	21.6	53.4	77.7	13.8	57.9	20.7	76.5
REFUSED	0.1	0.1	0	0.1	0.3	0.1	0	0.1	0.1	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3669	153	915	465	2786	58	1044	5382	1668	3191	1102

Q71302 - DOES YOUR FATHER LIVE WITH YOU?

-----MARKET-----												-----MARKET-----																			
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	POS	NEG	PROP	(PCT)	TOTAL	(PCT)	TOTAL	(PCT)	TOTAL	(PCT)	TOTAL	(PCT)	TOTAL	(PCT)	TOTAL	(PCT)				
71.6	73.8	41.2	35.4	63.1	64.4	25.1	17.1	72.9	36.2	64.3	17.5	28.8	26.1	58.8	64.4	36.9	35.4	74.9	82.9	27.8	83.6	35.6	82.5	8.2	8.1	8.1	8.1	8.1	8.1		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
1722	3066	153	915	495	2786	58	1844	5382	1668	3191	1182																				
--RESPONSES																															
YES																															
NO																															
REFUSED																															
--TOTAL--																															
--COUNT--																															

--RESPONSES

Q71303 - DOES/DO YOUR BROTHER(S) LIVE WITH YOU?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					YOUNG MALES					YOUNG FEMALES				

-----MARKET-----

1891

Q71306 - DOES YOUR SPOUSE LIVE WITH YOU?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			YOUNG MALES			YOUNG FEMALES		
	POS (PCT)	NEG PROP	(PCT)	POS PROP	NEG PROP	(PCT)	POS (PCT)	NEG PROP	(PCT)	POS (PCT)	NEG PROP	(PCT)
YES	1.7	3.9	29.1	35.2	4.8	11.1	13.6	57.9	3.1	33.1	10.3	55.6
NO	99.3	96.2	79.9	64.8	95.2	88.9	87.6	42.1	96.9	66.9	89.7	44.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3666	163	915	405	2786	58	1044	5382	1068	3191	1162

--RESPONSES

Q71306 - DO YOUR CHILDREN LIVE WITH YOU?

-----MARKET-----										-----MARKET-----																													
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS					POS					POS					POS					POS					POS					POS					POS				
PROP					PROP					PROP					PROP					PROP					PROP					PROP					PROP				
(PCT)					(PCT)					(PCT)					(PCT)					(PCT)					(PCT)					(PCT)					(PCT)				
2.9	2.8	2.8	2.8	2.8	12.6	23.1	23.1	23.1	23.1	8.2	11.8	11.8	11.8	11.8	61.1	61.1	61.1	61.1	61.1	51.1	51.1	51.1	51.1	51.1	2.8	21.6	21.6	21.6	21.6	11.3	11.3	11.3	11.3	11.3	51.6	51.6	51.6	51.6	51.6
97.0	97.1	97.1	97.1	97.1	87.5	76.7	76.7	76.7	76.7	91.6	88.1	88.1	88.1	88.1	38.9	38.9	38.9	38.9	38.9	48.8	48.8	48.8	48.8	48.8	97.1	78.2	78.2	78.2	78.2	88.6	88.6	88.6	88.6	88.6	48.3	48.3	48.3	48.3	48.3
0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0	0	0	0	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
1722	3660	3660	3660	3660	163	916	916	916	916	406	2780	2780	2780	2780	50	1044	1044	1044	1044	1044	5382	5382	5382	5382	5382	1008	1008	1008	1008	3191	3191	3191	3191	3191	1102	1102	1102	1102	1102
--RESPONSES																																							
YES																																							
NO																																							
REFUSED																																							
--TOTAL--																																							
--COUNT--																																							

--RESPONSES

YES

NO

REFUSED

--TOTAL--

--COUNT--

Q71367 - DO ANY OTHER RELATIVES LIVE WITH YOU?

		-----MARKET-----										-----MARKET-----									
		YOUNG MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES			
		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG	
		PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)
YES		12.9	8.5	17.9	4.9	14.2	8.5	14.4	5.3	9.9	6.7	9.2	5.8								
NO		87.8	91.4	82.1	95.8	85.4	91.3	85.6	94.6	90.6	93.1	90.6	94.2								
REFUSED		8.1	8.1	0	0.1	0.5	0.1	0	0.1	0.1	0.1	0.1	0.1								
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
--COUNT--		1722	3688	153	915	405	2786	58	1944	5382	1068	3191	1182								

--RESPONSES

Q71308 - DO ANY NON-RELATIVES LIVE WITH YOU?

		-----MARKET-----						-----MARKET-----									
		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
		POS		NEG		POS		NEG		POS		NEG		POS		NEG	
		PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)
YES		6.7	6.2	26.6	11.5	6.3	7.9	15.1	10.6	6.4	12.6	7.7	10.6				
	NO	93.1	93.7	79.4	88.3	93.3	92.0	84.9	89.4	93.5	87.0	92.1	89.1				
REFUSED		0.1	0.1	0	0.1	0.5	0.1	0	0.1	0.1	0.1	0.2	0.1				
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
--COUNT--		1722	3660	153	915	405	2700	50	1044	5302	1000	3191	1102				

--RESPONSES

Q713H - DO YOU LIVE ALONE?

---RESPONSES													
---MARKET---													
---MARKET---													
YOUNG MALES				OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES	OLDER MALES	YOUNG FEMALES	OLDER FEMALES
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
73.3	77.0	82.1	94.5	75.5	76.0	100.0	90.5	70.4	89.4	75.0	90.0		
25.7	23.0	37.0	5.5	24.5	24.4	0	3.5	23.0	10.0	24.4	3.2		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
--TOTAL--													
10	82	14	91	4	30	4	51	100	105	40	55		
--COUNT--													

Q714 - WHAT IS YOUR RACE/ETHNIC GROUP?

-----MARKET-----												
-----MARKET-----												
--RESPONSES												
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	
WHITE	70.0	87.1	60.4	89.3	65.5	85.6	52.3	80.1	81.9	85.2	84.4	
BLACK	22.0	8.3	28.7	7.8	20.8	10.5	44.5	8.6	12.6	10.8	10.4	
PACIFIC IS./ASIAN	3.6	2.4	0.5	0.0	2.7	1.9	0	2.5	2.8	0.7	2.4	
AMER INDIAN/ALASKAN	2.0	1.5	2.8	1.8	2.4	1.0	1.0	2.1	1.8	1.9	2.0	
DONT KNOW	0.8	0.4	7.0	0.1	0.5	0.3	2.2	0.7	0.5	1.1	0.8	
REFUSED	0.3	0.3	0.5	0.3	0.3	0.1	0	0	0.3	0.3	0	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1722	3660	153	915	405	2786	58	1044	5382	1060	1102	

Q715 - ARE YOU OF HISPANIC BACKGROUND?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
HISPANIC	12.3	6.8	16.5	7.3	11.3	7.8	11.1	9.1	8.5	8.5	8.3	9.2
NOT HISPANIC	87.4	93.0	84.5	92.4	88.4	92.0	88.9	90.7	91.2	91.3	91.5	90.6
DONT KNOW	0.2	0.1	0	0	0	0.2	0	0.2	0.1	0	0.2	0.1
REFUSED	0.2	0.2	0	0.2	0.3	0	0	0	0.2	0.2	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1722	3660	153	915	405	2786	58	1044	5382	1068	3191	1102

Part II

Reserve Component Propensity Tables

The propensity measure used for the tables in this section is Composite Reserve Propensity. Composite Reserve Propensity is based on responses to two questions regarding the likelihood of serving in the National Guard (Q505) or in the Reserves (Q507).

The response options for each of the items are "definitely enlist," "probably enlist," "probably not enlist" and "definitely not enlist." Composite Reserve Propensity is the respondent's most positive response to the two items about enlisting in the Reserve Components. For example, an individual who indicated that he would "probably enlist" in the National Guard, but "probably not enlist" in the Reserves was assigned a value of "probably enlist" on the Composite Reserve Propensity measure. Individuals with values of "definitely enlist" or "probably enlist" on the composite measure comprise the positive propensity category shown in the tables. Individuals with values of "probably not enlist," "definitely not enlist," "don't know" or "refuse" comprise the negative propensity category shown in the tables.

Composite Reserve Propensity presented in these tables is the same as that in the 1985 and 1984 YATS II supplementary tables but differs from the Composite Reserve Propensity measure computed for the 1983 YATS II tables. The 1983 measure was based on six items taken from the Reserve Component Attitude Study (RCAS) rather than the two items used here. Thus, results of Reserve propensity are directly comparable to the 1985 and 1984 results, but not the 1983 results.

Q403 - AGE ON LAST BIRTHDAY?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)	
TOTAL					TOTAL					TOTAL					TOTAL				
(PCT)					(PCT)					(PCT)					(PCT)				
16	31.9	25.2	0	0	0	0	0	0	0	33.1	23.0	0	0	0	0	0	0	0	0
17	22.9	22.0	0	0	0	0	0	0	0	25.0	22.0	0	0	0	0	0	0	0	0
18	16.9	17.1	0	0	0	0	0	0	0	17.2	17.1	0	0	0	0	0	0	0	0
19	12.2	14.0	0	0	0	0	0	0	0	13.3	16.1	0	0	0	0	0	0	0	0
20	8.1	11.4	0	0	0	0	0	0	0	6.0	11.1	0	0	0	0	0	0	0	0
21	8.1	9.2	0	0	0	0	0	0	0	5.3	11.1	0	0	0	0	0	0	0	0
22	0	0	30.3	30.8	0	0	0	0	0	0	0	0	45.1	30.0	0	0	0	0	0
23	0	0	34.8	31.9	0	0	0	0	0	0	0	0	33.4	34.3	0	0	0	0	0
24	0	0	20.8	31.3	0	0	0	0	0	0	0	0	21.6	29.0	0	0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1082	4300	129	939	235	2960	60	1042	5382	1068	3191	1102							

--RESPONSES

Q404 - HIGHEST GRADE OF SCHOOL OR COLLEGE COMPLETED

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
POS	NEG				POS	NEG				POS	NEG				TOTAL	OLD	YOUNG	OLD	YOUNG
PROP	PROP	(PCT)	PROP	(PCT)	PROP	PROP	(PCT)	PROP	(PCT)	PROP	PROP	(PCT)	PROP	(PCT)	(PCT)	MALES	FEMALES	MALES	FEMALES
1.3	0.4	7.3	0.5	0	0.2	0	0.9	0.8	0.2	0	0.9	0.8	0.9	0.2	0.8	1.3	0.2	0.8	0.8
7 GRADES OR LESS																			
2.2	1.3	0	1.0	2.2	0.9	1.7	1.2	1.5	1.0	1.2	1.5	1.5	0.9	1.0	1.2	0.9	1.0	1.2	1.2
8TH GRADE																			
12.1	5.8	3.1	3.3	10.1	3.7	5.7	3.2	7.1	3.3	3.2	7.1	7.1	3.3	4.2	3.3	3.3	4.2	3.3	3.3
9TH GRADE																			
28.9	22.2	11.6	3.8	29.8	20.7	3.3	3.9	23.6	4.7	3.9	23.6	23.6	4.7	21.4	3.9	4.7	21.4	3.9	3.9
10TH GRADE																			
26.9	26.2	16.8	7.6	25.2	25.7	13.8	6.8	26.3	8.7	6.8	26.3	26.3	8.7	25.7	7.0	8.7	25.7	7.0	7.0
11TH GRADE																			
24.1	32.7	46.8	60.0	28.3	35.5	48.3	61.1	31.0	58.5	48.3	61.1	31.0	58.5	35.0	60.4	58.5	35.0	60.4	60.4
12TH GRADE																			
3.4	9.7	11.6	15.9	3.6	10.7	20.6	15.4	8.5	15.4	15.4	15.4	8.5	15.4	10.1	15.7	15.4	10.1	15.7	15.7
COLLEGE FRESHMAN																			
0.5	0.5	1.0	4.3	0	0.7	1.8	4.7	0.5	3.9	4.7	4.7	0.5	3.9	0.7	4.5	3.9	0.7	4.5	4.5
COLLEGE SOPHOMORE																			
0.1	0.3	0.8	0.8	0.5	0.4	1.0	0.5	0.3	0.9	0.5	0.5	0.3	0.9	0.4	0.5	0.9	0.4	0.5	0.5
JUNIOR/COMM COLLEGE																			
0.4	0.8	0.9	2.8	0.3	1.5	3.8	2.8	0.7	2.4	3.8	2.8	0.7	2.4	1.4	2.8	2.4	1.4	2.8	2.8
VOC/BUS/TRADE SCHOOL																			
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--TOTAL--																			
1082	4300	129	939	235	2956	60	1042	5382	1068	3191	1102	5382	1068	3191	1102	1068	3191	1102	1102
--COUNT--																			

Q406 - RESPONDENT DEGREES, DIPLOMAS OR CERTIFICATES

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES								
ABE	0.0	0.1	0.8	0.3	0.0	0.2	0.0	0.3
GED	1.3	1.7	8.9	3.7	1.0	1.0	0.9	4.0
HIGH SCHOOL	26.4	41.3	50.0	77.6	31.3	46.4	74.4	79.2
VOC/BUS/TRADE	3.5	3.6	12.4	10.5	2.8	5.3	26.0	11.9
OTHER DEGREE	1.8	2.0	2.1	2.9	3.1	2.4	2.4	4.6
--TOTAL--								
--COUNT--	1082	4300	129	939	235	2950	60	1042
							5382	1068
							3191	1102

QUESTION PERMITTED AS MANY AS 5 RESPONSES

Q400 - DO YOU HAVE HIGH SCHOOL DIPLOMA OR CERTIFICATE?

-----MARKET-----										-----MARKET-----									
YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER MALES	
POS	NEG		POS	NEG		POS	NEG		POS	NEG		MALES		MALES		MALES		MALES	
PROP	PROP		PROP	PROP		PROP	PROP		PROP	PROP		TOTAL		TOTAL		TOTAL		TOTAL	
(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)		(PCT)		(PCT)		(PCT)	
--RESPONSES																			
HS DIPLOMA	96.5	97.0	91.9	93.3	95.3	96.4	98.4	93.7	96.9	93.2	96.3	94.0							
ABE CERTIFICATE	0	0.0	0	0.5	0	0.1	0	0.3	0.0	0.4	0.1	0.3							
GED CERTIFICATE	3.0	1.9	7.1	5.6	4.7	2.6	1.6	5.0	2.1	5.7	2.7	4.8							
OTHER HS CERTIFICATE	0.5	0.0	1.1	0.3	0	0.4	0	0.5	0.0	0.4	0.4	0.5							
NO, NONE	0	0.2	0	0.3	0	0.4	0	0.5	0.2	0.3	0.4	0.4							
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
--COUNT--	291	1816	81	762	80	1362	45	862	2107	843	1442	987							

Q407 - WILL YOU BE ATTENDING SCHOOL OR TRAINING PROGRAM IN OCT? (PRE OCT)
 - ARE YOU ATTENDING SCHOOL OR TRAINING PROGRAM? (POST OCT)

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
POS	NEG	PROP	POS	NEG	POS	NEG	PROP	POS	NEG	POS	NEG	PROP	POS	NEG	TOTAL	POS	NEG	TOTAL	POS
(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
69.2	69.4	11.6	13.4	74.9	66.2	18.6	13.2	69.3	13.2	66.9	13.5	29.6	30.1	86.3	85.6	24.8	33.3	81.4	86.7
1.2	0.5	2.1	1.0	0.3	0.5	0	0.2	0.0	0.2	0.0	0.2	1.2	0.5	0.2	100.0	100.0	100.0	100.0	100.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1082	4300	129	939	235	2956	60	1042	5382	1068	3191	1102								

--RESPONSES

Q408A - WHAT KIND OF SCHOOL WILL YOU BE ENROLLED IN?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			YOUNG MALES			YOUNG FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
NONES	1.3	1.0	7.3	5.3	0.6	1.2	0	4.4	1.5	5.5	1.2	4.1
ABE	0.9	0.7	13.5	0.8	1.3	0.6	0	4.3	0.7	2.1	0.7	4.0
HIGH SCHOOL	77.4	64.3	0	2.5	75.5	62.4	0	0.8	00.9	2.3	63.5	0.8
GED	2.6	1.7	13.0	0.4	0.7	1.3	10.0	4.4	1.9	1.7	1.2	4.9
JOBS/WIN/ CETA	0.8	0.1	0	2.2	1.0	0.8	29.0	2.6	0.3	2.0	0.8	4.0
OJT PROGRAM	0.9	0.8	0	9.0	0.5	0.9	0	1.8	0.8	8.0	0.9	1.7
APPRENTICE	0.5	1.0	4.5	10.4	0	0.1	0	3.0	0.9	9.8	0.1	2.7
VOC/BUS/TRADE	0.6	5.4	19.9	24.2	8.2	5.9	33.7	24.3	5.6	23.8	6.1	25.0
JR COLLEGE	4.1	10.2	27.7	30.3	5.5	13.2	27.2	37.8	9.0	30.1	12.5	37.0
COLLEGE	5.0	14.2	14.2	14.2	6.7	13.7	0	18.5	12.4	14.2	13.1	15.3
REFUSED	0.1	0	0	0	0	0	0	0	0.0	0	0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	759	2971	17	133	173	1973	10	143	3730	150	2140	153

Q408B-409C - WHAT GRADE WILL YOU BE ENROLLED IN OCT 1986?

	MARKET-----						MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	OLDER FEMALES TOTAL (PCT)
--RESPONSES												
7TH GRADE OR LESS	0.2	0.2	0	0.8	0	0.1	0	0	0	0.2	0.7	0.1
8TH GRADE	0.9	0.3	0	0	0.5	0	0	0	0	0.4	0	0.0
9TH GRADE	1.8	0.9	0	0	2.4	0.7	0	0.6	0.6	1.1	0	0.9
10TH GRADE	13.8	7.2	8.4	0.9	9.7	4.5	0	0.5	0.5	8.5	1.0	4.9
11TH GRADE	37.1	20.2	7.9	1.2	38.5	20.8	10.8	3.1	30.0	30.0	1.8	27.8
12TH GRADE	30.1	32.0	18.5	2.0	29.2	34.0	29.0	5.2	31.6	3.0	33.6	7.1
COLLEGE FRESHMAN	7.7	17.4	15.0	28.1	11.3	18.1	21.9	30.5	15.4	20.8	17.5	35.3
COLLEGE SOPHOMORE	2.8	9.7	31.3	22.4	2.2	11.3	19.4	23.9	8.3	23.3	10.5	23.0
JUNIOR/COMM COLLEGE	1.0	0.7	10.7	7.8	2.2	1.3	0	9.5	0.7	8.1	1.4	8.7
VOC/BUS/TRADE SCHOOL	4.7	3.4	8.2	36.8	3.9	3.2	19.6	20.7	3.0	34.1	3.3	20.0
DONT KNOW	0	0.0	0	0	0	0.1	0	0	0.0	0	0.0	0
REFUSED	0	0.1	0	0	0	0.0	0	0	0.0	0	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	751	2928	10	125	172	1951	10	136	3679	141	2123	146

-----MARKET-----

FULL-TIME	88.9	89.5	27.2	31.8	89.3	88.8	10.7	33.7	89.4	31.3	88.1	31.8
PART-TIME	10.9	10.4	72.8	67.4	9.9	11.9	89.3	66.3	10.5	67.9	11.7	68.2
DONT KNOW	0.2	0.0	0	0	0.8	0.2	0	0	0.1	0	0.2	0
REFUSED	0	0.1	0	0.8	0	0	0	0	0.1	0.7	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	751	2829	16	125	172	1951	18	135	3880	141	2123	145

-----MARKET-----

189

Q410A - WOULD YOU LIKE MORE EDUCATION OR TRAINING IN 1987-88?

-----MARKET-----

	YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS		NEG		POS		NEG		POS		NEG		POS		NEG		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	
	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
YES	82.3	75.7	68.8	60.1	85.7	77.6	79.8	50.7	77.0	52.3	78.2	52.3	77.0	52.3	78.2	52.3												
NO	15.5	21.8	31.2	47.2	11.9	20.0	20.2	46.7	20.0	45.4	19.4	45.2	20.0	45.4	19.4	45.2												
DONT KNOW	2.1	2.5	0	2.5	2.4	2.4	0	2.0	2.4	2.2	2.4	2.5	0	2.2	2.4	2.5												
REFUSED	0	0	0	0.1	0	0	0	0	0	0	0	0	0	0	0	0												
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0												
--COUNT--	1082	4300	129	939	235	2950	60	1042	5382	1008	3191	1102	5382	1008	3191	1102												

--RESPONSES

Q4108 - WOULD YOU LIKE MORE EDUCATION OR TRAINING AFTER 1987-88?

-----MARKET-----										-----MARKET-----																													
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS		NEG			POS		NEG			POS		NEG			POS		NEG			TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL									
PROP		PROP			PROP		PROP			PROP		PROP			PROP		PROP			(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)									
(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)		(PCT)		(PCT)		(PCT)		(PCT)									
--RESPONSES																																							
YES		60.9		43.2		64.0		34.7		77.5		52.1		54.2		51.5		45.9		36.9		53.4		51.0		51.0		51.0		51.0									
NO		29.2		50.2		25.0		59.4		15.8		42.1		45.8		43.0		47.0		50.8		40.8		43.0		43.0		43.0		43.0									
DONT KNOW		9.9		6.6		10.9		5.9		6.7		5.8		0		4.9		7.1		6.3		5.0		4.0		4.0		4.0		4.0									
--TOTAL--		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0									
--COUNT--		195		1020		38		403		33		654		13		494		1215		501		687		507		507		507		507									

--RESPONSES

YES

NO

DONT KNOW

--TOTAL--

--COUNT--

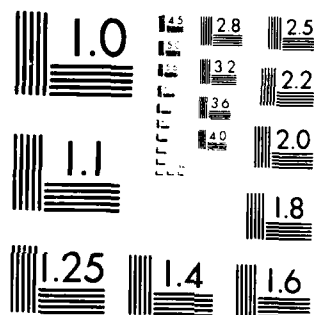
AD-A185 380

YOUTH ATTITUDE TRACKING STUDY II WAVE <17> -- FALL
<1986> SUPPLEMENTARY I. (U) RESEARCH TRIANGLE INST
RESEARCH TRIANGLE PARK NC R M BRAY ET AL. FEB 87
RTI/3624 06-01FR MDA903-86-C-0066 F/G 5/8

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UNCLASSIFIED

NL



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

Q411 - WHAT KIND OF SCHOOL OR COLLEGE WOULD YOU LIKE TO ATTEND?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)	
PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP	
(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)	
--RESPONSES																			
HIGH SCHOOL	38.8	28.8	8.4	3.4	28.2	18.7	1.7	3.1	22.8	4.1	19.3	3.8							
VOC/BUS/TRADE	28.3	28.3	57.2	43.1	21.9	28.3	48.8	35.5	22.8	45.1	28.4	38.2							
JR COLLEGE	15.8	18.8	13.3	28.4	21.8	28.3	28.1	38.8	15.8	24.5	28.4	35.4							
COLLEGE	22.3	39.2	17.6	21.1	27.7	38.6	13.9	19.1	35.8	28.8	35.9	18.8							
GRADUATE PROFESSIONAL	8.4	8.8	8	1.3	8.4	8.9	4.4	1.5	8.7	1.2	8.9	1.7							
DONT KNOW	4.8	3.1	3.5	4.7	2.9	3.2	7.1	4.8	3.3	4.5	3.2	4.9							
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8							
--COUNT--	1888	3737	114	839	227	2844	53	884	4745	753	2871	857							

Q412 - WOULD THAT BE AS A FULL-TIME OR PART-TIME STUDENT?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	OLD MALES (PCT)	TOTAL (PCT)
---RESPONSES												
FULL-TIME	55.2	66.3	22.6	22.4	56.7	62.6	33.6	22.3	22.3	64.1	22.5	61.6
PART-TIME	42.3	31.4	75.1	75.9	48.6	35.9	67.6	76.6	76.6	33.5	75.8	36.3
DONT KNOW	2.5	2.4	2.2	1.6	2.7	2.1	0	1.8	1.8	2.4	1.7	2.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	719	2974	166	626	176	2145	52	777	3693	726	2315	829

-----MARKET-----

194

Q414 - HOW MUCH OF YOUR EDUCATIONAL EXPENSE COULD YOU PAY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
ALL EXPENSES	19.8	28.8	22.8	42.8	17.7	25.3	23.9	32.8	26.8	39.3	24.7	31.5
MORE THAN 3/4	3.5	5.8	8.5	4.4	5.1	4.4	1.8	1.8	5.2	3.9	4.5	1.8
ABOUT 3/4	13.7	14.8	7.4	9.9	12.8	11.1	17.9	9.5	13.9	9.8	11.1	18.8
ABOUT 1/2	38.8	28.4	31.4	24.8	39.8	31.7	27.2	24.1	38.2	25.5	32.3	24.3
ABOUT 1/4	18.8	13.4	18.4	18.7	15.8	14.8	15.4	14.4	13.9	11.8	14.1	14.5
LESS THAN 1/4	4.8	5.5	7.8	3.8	5.9	8.8	1.8	9.2	5.3	4.1	8.7	8.7
NONE	5.2	4.1	12.8	4.5	4.5	8.4	12.9	8.5	4.3	5.8	8.3	8.8
REFUSED	8.3	8.3	8	8.3	8	8.3	8	8.4	8.3	8.3	8.2	8.4
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	718	2974	188	828	178	2145	52	777	3893	728	2315	829

Q416 - HIGHEST GRADE YOU WOULD EVENTUALLY LIKE TO COMPLETE ?

		MARKET-----						MARKET-----					
		YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
8TH	0.2	0.1	0.7	0.6	0	0.1	0	0.7	0.1	0.5	0.1	0.1	0.6
9TH	0.1	0.1	0.5	0.9	0	0	0	0.5	0.1	0.8	0	0	0.4
10TH	0.5	0.2	0	0.5	0	0.1	0	0.5	0.3	0.6	0.1	0.1	0.4
11TH	0.3	0.4	1.5	1.2	0	0.2	0	0.4	0.3	1.2	0.2	0.2	0.4
12TH/HS	15.4	14.6	17.3	20.4	7.9	11.2	10.5	13.7	14.8	20.1	10.9	10.9	13.5
13TH	3.3	3.0	0.8	5.0	0.4	4.7	7.0	7.3	3.5	5.7	4.4	4.4	7.3
14TH	22.3	18.2	20.2	20.5	24.8	20.4	20.5	30.3	19.1	27.5	20.7	20.7	30.2
15TH	1.2	1.3	3.4	1.1	1.7	1.0	7.1	1.1	1.2	1.3	1.0	1.0	1.5
16TH/COL	41.5	43.5	29.8	29.1	44.6	41.3	29.1	29.3	43.1	29.1	41.0	41.0	29.3
17TH	2.4	1.8	1.5	0.8	1.0	2.2	0	1.9	1.9	0.9	2.2	2.2	1.8
18TH	4.1	5.0	3.4	2.3	0.9	0.1	11.3	3.8	5.3	2.5	0.1	0.1	4.2
19TH	1.2	1.0	0	0.0	2.2	1.9	0	0.1	1.5	0.5	1.9	1.9	0.1
20TH	3.3	5.0	2.8	1.2	3.0	4.9	1.9	2.0	4.0	1.4	4.0	4.0	2.0
DONT KNOW	4.3	4.1	12.3	7.2	0.0	5.2	3.7	8.3	4.1	7.8	5.4	5.4	8.0
REFUSED	0.0	0.1	0	0.1	0	0.1	0	0.2	0.1	0.1	0.1	0.1	0.2
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1002	4300	129	939	235	2950	60	1042	5302	1000	3191	3191	1102

--RESPONSES

Q416 - ARE YOU CURRENTLY EMPLOYED, EITHER FULL OR PART TIME?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	OLD PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	OLD PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	OLD PROP (PCT)	TOTAL (PCT)	YOUNG TOTAL (PCT)	OLDER TOTAL (PCT)
YES	56.0	66.1	82.0	92.0	41.9	57.0	72.9	64.5	59.3	96.9	55.0	64.9
NO	44.0	39.9	18.0	8.0	58.1	43.0	27.1	35.4	40.7	9.1	44.2	34.9
REFUSED	0	0	0	0	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1682	4366	129	939	235	2956	60	1642	5382	1008	3191	1102

--RESPONSES

-----MARKET-----

198

Q419 - HAVE YOU EVER HAD A JOB FOR PAY?

-----MARKET-----										-----MARKET-----																													
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS		NEG		PROP (PCT)	POS		NEG		PROP (PCT)	POS		NEG		PROP (PCT)	POS		NEG		PROP (PCT)	POS		NEG		PROP (PCT)	POS		NEG		PROP (PCT)	POS		NEG		PROP (PCT)					
PROP (PCT)	NEG (PCT)	POS (PCT)	PROP (PCT)		PROP (PCT)	NEG (PCT)	POS (PCT)	PROP (PCT)		PROP (PCT)	NEG (PCT)	POS (PCT)	PROP (PCT)		PROP (PCT)	NEG (PCT)	POS (PCT)	PROP (PCT)		PROP (PCT)	NEG (PCT)	POS (PCT)	PROP (PCT)		PROP (PCT)	NEG (PCT)	POS (PCT)	PROP (PCT)		PROP (PCT)	NEG (PCT)	POS (PCT)	PROP (PCT)		PROP (PCT)	NEG (PCT)	POS (PCT)	PROP (PCT)	
--RESPONSES																																							
YES		73.4	73.4	98.3	83.2	72.2	63.6	95.5	87.6	73.4	86.2	64.4	88.6																										
NO		26.6	26.6	3.7	16.8	27.8	36.4	4.5	12.4	26.6	13.8	35.6	12.0																										
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																										
--COUNT--		464	1766	22	84	132	1293	17	364	2164	166	1425	361																										

Q422A - HAVE YOU BEEN LOOKING FOR ANOTHER JOB OR WAY TO INCREASE YOUR INCOME?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
A NEW JOB	28.2	25.6	35.3	17.8	38.4	22.8	45.4	17.1	21.5	19.1	23.1	18.9
A SECOND JOB	18.2	6.6	9.8	7.2	13.8	5.8	7.8	6.7	7.3	7.4	5.5	6.7
ANOTHER WAY	9.1	5.6	13.6	7.5	6.8	4.1	4.2	5.3	6.3	8.2	4.2	5.2
NOT LOOKING	52.5	67.8	47.8	67.4	49.8	68.2	42.5	76.9	64.9	65.3	67.2	69.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	618	2668	187	855	183	1663	43	679	3218	962	1766	722

Q422B - DURING PAST YEAR HOW MANY WEEKS EMPLOYED?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
0-10	32.8	25.8	7.0	6.2	39.8	28.5	24.4	25.5	27.2	6.3	29.3	25.5
11-20	21.9	28.8	6.2	4.1	17.8	19.8	6.5	7.5	28.4	4.4	19.8	7.4
21-30	7.7	18.7	4.2	5.2	9.4	9.8	16.7	7.7	18.1	5.1	9.8	8.2
31-40	6.5	7.9	13.9	6.1	8.6	7.8	13.9	7.4	7.6	7.6	7.8	7.8
41-52	38.9	35.8	68.8	78.3	24.9	34.6	38.4	51.8	34.2	77.2	33.3	51.8
DONT KNOW	0	8.4	0	8.1	0	8.1	0	8.1	8.3	8.1	8.1	8.1
REFUSAL	8.2	8.2	8	8	8	8.8	8	8	8.2	8	8.8	8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	968	3853	128	927	198	2472	59	995	4813	1855	2678	1854

--RESPONSES

Q424A - HOW MANY HOURS USUALLY WORKED PER WEEK AT MAIN/LAST JOB?

-----MARKET-----

	YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
	POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG	
	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)		
--RESPONSES																																
1-34	53.9	51.8	0.2	10.8	65.6	66.1	33.3	29.8	52.2	10.3	60.5	30.0																				
35-44	32.2	32.8	66.7	51.6	29.2	34.1	51.8	60.9	32.7	52.1	33.7	60.4																				
OVER 44	13.7	14.7	33.0	37.8	5.4	5.4	11.9	9.0	14.5	37.2	5.4	9.2																				
DONT KNOW	0.2	0.0	0	0.2	0	0.3	3.0	0.3	0.5	0.2	0.3	0.5																				
REFUSED	0	0	0	0.1	0.5	0	0	0	0	0.1	0.0	0																				
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																				
--COUNT--	900	3853	128	927	198	2472	59	995	4813	1055	2070	1054																				

--RESPONSES

Q424BTIME -NO. OF MONTHS SINCE LAST WORKED FOR PAY

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	OLD MALES (PCT)	YOUNG FEMALES (PCT)
UP TO 1 MONTH	37.0	30.4	32.9	19.7	23.0	21.2	0	8.7	31.9	23.1	21.4	8.3
ONE MONTH	24.0	26.0	9.5	34.7	24.2	21.6	0	5.3	26.2	28.3	21.9	5.0
2 MONTHS	8.9	13.9	10.0	1.9	16.8	12.1	12.5	4.6	12.0	4.1	12.0	5.0
3 MONTHS	5.4	4.7	0	3.0	3.2	8.5	0	5.2	4.9	2.7	7.9	5.0
4 TO 6 MONTHS	4.3	5.4	22.7	7.8	9.8	7.4	3.9	11.7	5.2	11.6	7.7	11.4
7 TO 12 MONTHS	7.6	7.8	2.4	15.4	9.0	13.5	33.2	14.7	7.7	12.1	13.0	15.5
13 TO 18 MONTHS	9.1	5.2	2.0	9.3	9.7	7.4	11.5	11.0	6.0	7.7	7.0	11.0
19 TO 24 MONTHS	0.6	1.0	0	3.0	3.2	3.1	6.2	6.9	1.4	2.2	3.1	6.9
25 MONTHS OR MORE	3.1	4.2	19.0	4.5	1.3	5.2	32.6	31.3	4.0	8.2	4.8	31.3
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	340	1250	21	71	95	805	16	314	1590	92	900	330

--RESPONSES

Q430 - TYPE OF EMPLOYER IN MAIN OR LAST JOB

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
PRIVATE COMPANY	82.5	85.9	85.8	84.7	68.6	85.5	82.6	86.7	85.2	84.8	84.1	86.4
GOVERNMENT	10.5	6.3	9.7	5.6	24.1	9.2	13.8	7.8	7.1	6.1	10.3	8.1
SELF EMPLOYED	4.3	5.1	4.6	8.7	7.1	3.7	4.3	5.6	5.6	8.3	4.6	5.6
NO PAY/FAMILY	2.6	2.5	6	1.6	6.4	1.5	6	6.5	2.5	6.9	1.4	6.5
REFUSED	6.2	6.1	6	6	6.5	6.1	6	6	6.2	6	6.1	6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	966	3853	128	927	196	2472	59	995	4813	1655	2670	1654

--RESPONSES

Q431 - HOW SATISFIED ARE YOU WITH YOUR MAIN/LAST JOB?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
EXTREMELY SATISFIED	27.3	29.6	24.8	34.9	28.3	29.3	33.3	27.6	29.1	33.7	29.3	27.9
SOMEWHAT SATISFIED	49.5	49.3	47.7	45.3	42.0	48.7	36.2	52.4	49.3	45.6	48.2	51.5
NEITHER	8.7	10.1	11.9	7.2	9.6	9.2	5.6	6.6	9.8	7.8	9.3	6.5
SOMEWHAT DISSATISFIED	9.8	7.7	9.9	10.5	14.1	8.2	18.2	8.7	8.1	10.5	8.7	9.2
EXTREMELY DISSATISFIED	4.4	3.1	5.9	2.0	6.0	4.4	6.7	4.7	3.3	2.5	4.5	4.0
DONT KNOW	0.1	0.2	0	0	0	0.2	0	0.1	0.2	0	0.1	0.1
REFUSED	0.2	0	0	0	0	0	0	0	0.0	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	960	3853	128	927	198	2472	59	996	4813	1055	2670	1054

-----MARKET-----

208

-----MARKET-----

207

-----MARKET-----

208

-----MARKET-----

QUESTION PERMITTED AS MANY AS 5 RESPONSES

-----MARKET-----

210

Q441 - WHAT TYPE OF SERVICE WOULD THAT BE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
ACTIVE DUTY	55.2	89.1	72.0	69.0	56.4	72.3	82.3	100.0	71.7	71.2	62.8	83.2
RESERVES	25.0	4.7	20.0	30.4	20.7	9.2	0	0	15.5	20.8	20.9	0
NATL GUARD	17.2	3.9	0	0	13.4	12.3	17.7	0	10.0	0	12.9	10.0
DONT KNOW	1.7	2.3	0	0	1.5	0.3	0	0	2.0	0	3.4	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	252	224	0	7	44	31	4	1	470	15	75	5

-----MARKET-----

212

Q443 - WHAT TYPE OF SERVICE WOULD YOUR SECOND CHOICE BE?

	-----MARKET-----										-----MARKET-----									
	YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	TOTAL (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLDER FEMALES TOTAL (PCT)
--RESPONSES	50.4	89.4	53.0	69.6	48.7	88.8	100.0	100.0	100.0	71.5	61.0	68.4	100.0							
ACTIVE DUTY	27.0	6.7	34.3	38.4	41.6	6.6	0	0	0	18.0	32.4	28.5	0							
RESERVES	13.8	2.6	12.7	0	9.7	9.3	0	0	0	8.7	6.0	9.5	0							
NATL GUARD	2.1	1.4	0	0	0	4.1	0	0	0	1.8	0	1.5	0							
DONT KNOW	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
--TOTAL--	233	175	6	7	34	22	3	1	408	13	50	4								
--COUNT--																				

Q501 - HOW LIKELY ARE YOU TO WORK AS A WAITRESS/LABORER?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLD MALES			YOUNG FEMALES			OLD FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
DEFINITELY	6.7	6.2	19.6	16.6	2.3	2.3	2.2	0.3	11.6	3.2	2.3	
PROBABLY	34.9	21.2	29.9	26.8	26.4	19.6	21.4	11.4	24.6	21.1	18.7	11.9
PROBABLY NOT	33.6	37.8	21.6	32.5	27.6	36.6	16.3	26.9	37.6	31.3	36.5	26.6
DEFINITELY NOT	24.8	34.7	29.5	30.9	44.3	47.8	58.3	65.5	32.7	36.6	47.5	65.1
DONT KNOW	0	0.1	0	0	0	0.6	0	0	0.1	0	0.6	0
--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
--COUNT--	1682	4366	129	939	235	2956	66	1642	5382	1668	3191	1162

--RESPONSES

Q502 - HOW LIKELY ARE YOU TO WORK AT A DESK IN A BUSINESS OFFICE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	OLDER MALES TOTAL (PCT)	OLDER FEMALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
DEFINITELY	5.7	5.7	4.9	6.9	11.0	12.0	9.2	10.0	5.7	6.7	12.7	10.2
PROBABLY	28.6	28.8	22.6	26.1	45.0	46.4	46.5	46.4	28.7	26.7	46.4	46.6
PROBABLY NOT	35.6	38.7	38.4	34.3	25.8	27.0	26.0	26.0	38.1	34.7	26.0	25.0
DEFINITELY NOT	29.7	26.8	34.0	32.7	17.5	13.7	18.3	17.3	27.4	32.0	14.0	17.4
DONT KNOW	0.1	0.1	0	0	0	0.1	0	0	0.1	0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1000	2191	1102

--RESPONSES

-----MARKET-----

218

Q504 - HOW LIKELY ARE YOU TO WORK AS A SALESPERSON?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP	POS (PCT)	NEG PROP	POS (PCT)	NEG PROP	POS (PCT)	NEG PROP	POS (PCT)	NEG PROP	POS (PCT)	NEG PROP
DEFINITELY	4.9	3.3	8.2	7.5	8.1	4.9	3.6	6.0	3.6	7.6	5.2	5.9
PROBABLY	22.5	24.6	33.3	22.5	34.6	38.3	27.4	29.8	24.2	23.7	38.1	29.6
PROBABLY NOT	35.7	36.9	25.0	29.3	26.6	29.1	15.6	28.5	36.7	28.2	28.9	27.8
DEFINITELY NOT	36.9	35.1	38.5	40.7	30.6	27.6	53.3	35.6	35.5	40.5	27.8	36.6
DONT KNOW	0.1	0.1	0	0.1	0	0.1	0	0.1	0.1	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2958	60	1042	5382	1068	3191	1102

--RESPONSES

Q505 - HOW LIKELY ARE YOU TO SERVE IN THE NATIONAL GUARD?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
DEFINITELY	5.3	0	0	6.7	0	0	5.4	0	0	1.3	0	0
PROBABLY	55.0	0	0	76.0	0	0	48.0	0	0	66.3	0	0
PROBABLY NOT	23.3	42.0	12.0	33.5	33.5	23.9	23.9	20.0	19.3	16.5	16.5	16.5
DEFINITELY NOT	15.8	57.9	11.3	66.2	66.2	22.1	79.9	79.9	11.5	83.4	83.4	83.4
DONT KNOW	0.0	0.1	0	0	0.3	0	0	0.1	1.0	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	939	235	2950	60	1042	5382	1068	3191

Q500 - (IF Q505=YES) SPECIFY BRANCH OF THE NATIONAL GUARD

--RESPONSES	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)
AIR NATL GUARD	38.4	36.9	44.2	34.7	38.4	36.9	44.2	34.7
ARMY NATL GUARD	59.8	62.0	54.3	66.8	59.8	62.0	54.3	66.8
DONT KNOW	1.9	1.1	1.0	4.4	1.9	1.1	1.0	4.4
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	663	96	127	38	663	96	127	38

-----MARKET-----

	7.5	8	8.1	8	7.5	8	7.6	8	1.5	8.9	8.8
DEFINITELY											
PROBABLY	78.1	8	88.8	8	73.8	8	85.4	8	14.1	7.7	5.6
PROBABLY NOT	16.4	44.3	28.8	33.9	12.1	23.4	11.6	18.1	38.7	32.4	22.5
DEFINITELY NOT	5.7	55.8	4.2	65.8	7.4	78.5	13.8	81.9	45.8	58.8	71.2
DONT KNOW	8.2	8.1	8	8.3	8	8.1	1.8	8.1	8.1	8.3	8.1
--TOTAL--	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
--COUNT--	1882	4388	129	939	235	2958	88	1842	5382	1888	3191

Q508 - (IF Q507=YES)--SPECIFY BRANCH OF RESERVES

	-----MARKET-----				-----MARKET-----			
	YOUNG		OLDER		YOUNG		OLDER	
	MALES	POS	MALES	POS	MALES	POS	MALES	POS
	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
--RESPONSES								
AIR FORCE RESERVE	29.0	25.2	43.3	31.5	29.0	25.2	43.3	31.5
ARMY RESERVE	37.6	36.4	35.0	25.3	37.6	36.4	35.0	25.3
C.G. RESERVE	5.7	4.8	2.7	4.0	5.7	4.8	2.7	4.0
MARINE RESERVE	13.6	18.8	6.0	14.8	13.6	18.8	6.0	14.8
NAVAL RESERVE	12.6	14.9	12.8	21.5	12.6	14.9	12.8	21.5
DONT KNOW	1.6	0	1.3	2.9	1.6	0	1.3	2.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	830	99	190	45	830	99	190	45

Q569 -HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE COAST GUARD?

-----MARKET----- MARKET-----

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER MALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
DEFINITELY	1.7	0.2		4.6	0.2		3.5	0.0		3.0	0.0		0	0.5	0.7		0.3	0.2				
PROBABLY	19.2	2.6		28.0	1.9		14.5	0.6		14.7	0.6		0.6	0.0	4.9		1.0	1.4				
PROBABLY NOT	45.2	37.5		41.9	29.5		45.9	20.3		46.9	16.0		39.1	30.9	22.3		10.4					
DEFINITELY NOT	33.3	59.6		24.9	68.2		36.1	79.0		35.3	92.5		54.3	63.3	75.7		79.0					
DONT KNOW	0.5	0.0		0	0.2		0	0.1		0	0.2		0.1	0.2	0.1		0.2					
--TOTAL--	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0	100.0		100.0					
--COUNT--	1082	4300		129	939		235	2950		60	1042		5302	1008	3191		1102					

--RESPONSES

Q510 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE ARMY?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES				
POS	NEG	POS	NEG	POS	POS	NEG	POS	NEG	POS	POS	NEG	POS	NEG	POS	TOTAL	OLD	YOUNG	OLD	YOUNG
PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	(PCT)	MALES	FEMALES	MALES	FEMALES
(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
7.6	1.3	11.2	6.4	5.4	6.3	1.0	0.1	0.1	2.0	1.6	0.7	0.2							
41.0	6.2	36.9	2.3	41.9	2.0	36.7	0.5	0.5	13.2	0.3	5.0	2.2							
27.6	34.6	26.2	29.6	26.6	19.4	25.6	10.2	10.2	33.2	29.2	26.0	16.7							
23.4	57.6	25.7	67.5	25.9	79.2	42.6	93.6	93.6	59.9	62.7	74.2	89.0							
6.3	6.1	0	6.2	0	6.1	0	6.2	6.1	6.1	6.2	6.1	6.2							
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
1682	4366	129	939	235	2956	66	1642	5382	1668	3191	1162								

--RESPONSES

DEFINITELY

PROBABLY

PROBABLY NOT

DEFINITELY NOT

DONT KNOW

--TOTAL--

--COUNT--

MARKET-----MARKET-----

224

Q512 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE MARINE CORPS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP	PROP (PCT)	POS (PCT)	NEG PROP	PROP (PCT)	POS (PCT)	NEG PROP	PROP (PCT)	POS (PCT)	NEG PROP	PROP (PCT)
DEFINITELY	3.6	1.2	4.9	0.2	0.2	2.9	0.3	0.3	2.0	0.2	0.2	1.7
PROBABLY	28.5	4.7	36.1	0.6	18.9	1.6	24.6	0.2	9.5	4.0	2.0	1.5
PROBABLY NOT	33.5	33.0	29.6	29.2	33.3	18.2	27.7	15.1	33.0	29.2	19.3	15.8
DEFINITELY NOT	34.3	66.0	36.5	69.6	44.8	79.9	45.8	84.4	54.9	65.3	77.3	82.2
DONT KNOW	0.1	0.2	0	0.2	0	0.1	0	0.2	0.2	0.2	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1000	3191	1102

--RESPONSES

Q613 - HOW LIKELY ARE YOU TO SERVE ON ACTIVE DUTY IN THE NAVY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	1.2	POS PROP (PCT)	7.0	0.1	POS PROP (PCT)	NEG PROP (PCT)	3.1	POS PROP (PCT)	2.3	0.1
DEFINITELY	3.4	1.2		3.1	0.3	2.3	0.1	1.0	0.9	0.5	0.2	0.2
PROBABLY	20.4	4.0		20.2	1.7	20.4	0.2	9.5	4.7	3.0	1.0	1.0
PROBABLY NOT	30.1	35.5		32.3	19.3	25.0	15.3	30.0	29.4	20.3	15.0	15.0
DEFINITELY NOT	30.0	50.3		30.4	70.7	43.7	04.2	52.7	04.0	75.0	02.0	02.0
DONT KNOW	0.0	0.2		0	0	0	0.2	0.2	0.2	0.1	0.2	0.2
--TOTAL--	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1002	4300		120	930	235	2050	00	1042	5302	1000	3101

-----MARKET-----

227

-----MARKET-----

228

Q516 - HOW LIKELY ARE YOU TO BE A FULLTIME HOMEMAKER?

	-----MARKET-----				-----MARKET-----			
	YOUNG FEMALES		OLDER FEMALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
-RESPONSES								
DEFINITELY	4.2	6.5	8.6	21.3	6.3	26.6		
PROBABLY	22.1	18.6	24.8	23.5	18.9	23.6		
PROBABLY NOT	23.2	39.6	29.5	36.1	37.8	36.6		
DEFINITELY NOT	50.4	35.7	37.1	25.6	36.6	25.7		
DONT KNOW	6	6.3	6	6.1	6.3	6.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	235	2956	66	1642	3191	1162		

-----MARKET-----

230

Q518 - IN ADDITION TO SCHOOL/WORKING PART TIME, WHAT ARE
YOU MOST LIKELY TO BE DOING?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
---RESPONSES												
SCHOOL - FULLTIME	5.1	9.2	0	7.4	13.0	11.4	0.3	4.1	0.3	8.3	0.4	11.5
SCHOOL - PARTTIME	10.7	12.8	15.2	9.9	14.6	13.8	11.4	10.9	12.3	10.7	13.9	11.0
WORK - FULLTIME	28.8	29.7	50.0	58.2	22.0	17.0	16.0	24.4	29.5	50.0	18.2	23.9
WORK - PARTTIME	35.8	42.4	28.2	22.5	34.1	40.0	39.2	22.9	41.0	23.3	39.4	23.9
MILITARY SERVICE	9.1	2.5	0	0	7.3	0.0	0	0	3.9	0	1.2	0
HOMEMAKER	0	0	0	0.3	1.9	8.5	27.1	27.6	0	0.2	7.9	27.5
OTHER	10.5	3.4	0	1.7	7.2	7.5	0	10.0	4.9	1.5	7.5	9.4
DONT KNOW	0	0	0	0	0	0.2	0	0	0	0	0.2	0
REFUSED	0	0	0	0	0	0.2	0	0	0	0	0.2	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	142	517	21	111	46	459	14	221	659	132	505	235

-----MARKET-----

232

	--MARKET--						--MARKET--					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL TOTAL (PCT)
--RESPONSES												
WITHIN 6 MONTHS	8.0	9.4	16.7	14.4	6.4	4.8	5.9	5.4	8.7	15.9	5.5	5.8
6 MONTHS TO YEAR	16.4	16.3	19.0	20.3	15.7	13.7	28.3	21.9	16.3	19.5	14.6	28.2
1-2 YEARS	28.7	25.9	24.6	13.9	28.2	25.2	17.6	20.3	27.3	20.6	26.6	18.4
> 2 YEARS	46.6	48.4	39.6	49.1	49.7	55.7	45.6	52.4	47.5	43.2	52.9	47.4
REFUSED	0.3	0	0	2.3	0	0.7	3.2	0	0.2	0.9	0.3	2.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	862	860	97	50	186	219	38	20	1722	153	406	58

Q522 - ON A SCALE OF ZERO TO TEN, HOW LIKELY ARE YOU TO SERVE IN THE MILITARY IN THE NEXT FEW YEARS?

	MARKET-----						MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER MALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
LOWEST(0)	3.7	34.9	9.0	52.3	8.3	60.3	8.0	78.1	28.7	47.3	56.3	74.3
1	1.9	9.4	3.9	9.1	1.5	8.1	10.4	4.5	7.9	8.5	7.6	4.8
2	3.1	11.3	2.5	9.5	4.7	8.2	7.4	4.4	9.7	8.7	7.9	4.0
3	6.4	10.6	8.9	9.7	6.4	6.9	1.9	3.8	9.8	9.6	6.8	3.7
4	10.4	8.1	10.8	6.9	7.8	5.4	9.8	1.6	8.8	7.4	5.6	2.6
5	22.7	11.0	27.9	7.4	23.9	5.8	24.8	4.3	13.4	9.7	7.2	5.5
6	10.6	3.2	8.3	1.4	8.1	1.4	5.5	1.2	4.7	2.2	1.9	1.4
7	12.7	4.8	4.5	1.3	13.5	1.1	11.4	0.8	5.7	1.6	2.1	1.2
8	12.7	3.4	6.7	1.2	10.3	1.4	10.8	0.7	5.3	1.8	2.1	1.2
9	5.9	1.7	7.2	0.3	7.1	0.6	6.6	0.1	2.5	1.1	1.1	0.4
HIGHEST(10)	9.9	2.3	10.2	0.8	8.4	0.7	4.1	0.6	3.8	1.9	1.3	0.8
REFUSED	0	0	0	0.1	0	0.8	0	0.1	0	0.1	0.6	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1062	4300	129	939	235	2956	60	1042	5382	1668	3191	1102

Q626-BEFORE TODAY HAD YOU EVER THOUGHT ABOUT JOINING THE MILITARY?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	YOUNG MALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
6.5	28.8	8.9	36.6	11.9	54.5	13.3	57.4	24.4	28.1	51.2	55.6	44.8	50.8	44.7	47.4	41.6	36.5	49.6	47.1
48.6	26.3	46.5	21.9	40.5	9.1	48.5	18.6	26.6	24.8	11.9	11.7	5.2	6.6	6	6	6	6.1	6	6
0	0.0	0	0.1	0	0	0	0	0	0	0	0	0	0.0	0	0	0	0.0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1082	4366	129	939	235	2956	66	1042	5382	1088	3191	1182								

--RESPONSES

NEVER CONSIDERED

SOME THOUGHT

SERIOUS THOUGHT

DONT KNOW

REFUSED

--TOTAL--

--COUNT--

Q571 - HOW MANY DAYS DO GUARD/RESERVE MEMBERS TRAIN EACH MONTH?

	MARKET				MARKET				MARKET			
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
1	3.2	3.4	2.0	3.9	2.2	3.0	0	4.2	3.4	3.7	3.0	3.9
2	27.2	32.1	44.2	45.6	22.6	25.6	31.1	38.4	31.1	45.4	24.8	38.8
3	9.9	8.9	5.0	9.9	12.7	10.1	18.5	10.2	9.1	9.4	10.3	10.7
4	10.0	8.9	13.1	7.7	8.8	7.9	11.7	7.2	9.1	8.4	7.9	7.5
5	6.6	6.3	2.2	4.1	10.8	0.5	3.0	5.0	6.4	3.9	6.9	5.5
6	3.0	2.0	2.7	1.1	1.9	2.0	3.4	3.1	2.2	1.3	2.0	3.1
7	6.9	7.1	7.0	4.3	8.0	7.1	8.0	5.4	7.1	4.6	7.1	5.5
8 +	32.6	30.0	23.1	22.8	32.5	37.1	21.8	23.9	31.2	22.9	36.7	23.8
DONT KNOW	0.2	0.4	0	0.4	0	1.1	2.0	1.4	0.3	0.4	1.0	1.5
REFUSED	0	0.1	0	0.2	0.4	0.3	0	0.6	0.1	0.1	0.3	0.0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	553	2000	129	939	235	2956	60	1042	2013	1000	3191	1102

--RESPONSES

Q572 - DAYS GUARD/RESERVES SPEND IN ANNUAL TRAINING EACH YEAR?

	MARKET				MARKET				MARKET			
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES	
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
1-6	6.2	10.0	14.0	7.2	6.5	9.2	13.8	10.0	9.2	7.9	8.9	10.9
7	5.8	7.1	2.5	6.2	3.5	6.4	5.0	8.4	6.8	5.0	6.2	8.2
8-13	6.2	5.6	12.2	5.3	7.9	6.1	7.6	4.5	5.8	6.1	6.2	4.7
14	27.6	28.3	33.9	44.1	24.6	23.4	33.5	33.5	28.2	43.6	23.5	33.5
15-20	4.6	4.3	2.8	3.5	6.4	6.2	5.2	4.1	4.4	3.4	6.3	4.1
21	2.0	2.8	2.8	6.3	3.1	2.8	3.7	2.7	2.8	6.6	2.8	2.8
22-29	4.9	4.7	1.7	6.6	4.5	4.8	5.4	5.2	4.8	5.5	4.6	5.3
30	11.6	16.8	8.6	8.9	11.8	11.2	6.1	11.1	10.9	8.9	11.3	10.0
31-90	30.6	25.7	21.6	17.8	36.5	29.2	17.8	17.8	26.7	19.2	29.3	17.8
DONT KNOW	0.5	0.3	0	0.2	0.8	1.1	2.0	1.3	6.4	6.2	1.0	1.3
REFUSED	0	0.1	0	0.6	0.4	0.5	0	0.6	0.1	0.5	0.5	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	553	2066	129	939	235	2956	68	1642	2613	1000	3191	1102

--RESPONSES

Q673 - WHAT IS BEGINNING PAY FOR GUARD/RESERVES PER 8-HR TRAINING DAY?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)	
PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP	
(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)	
5.6	7.8	4.2	7.3	9.6	7.2	7.1	6.8	7.2	6.9	7.4	6.8	7.2	6.9	7.4	6.8	7.2	6.9	7.4	6.8
6.8	8.6	12.6	6.3	5.5	7.8	11.4	9.1	8.2	7.6	7.6	9.2	8.2	7.6	7.6	9.2	8.2	7.6	7.6	9.2
10.2	12.0	4.7	11.0	9.5	8.9	5.5	9.2	11.6	10.2	8.9	9.0	11.6	10.2	8.9	9.0	11.6	10.2	8.9	9.0
18.1	13.6	14.6	12.7	13.2	13.5	15.5	12.9	14.5	12.9	13.5	13.0	14.5	12.9	13.5	13.0	14.5	12.9	13.5	13.0
13.8	18.6	19.4	24.7	9.3	16.0	24.4	19.5	17.6	24.1	15.5	19.7	17.6	24.1	15.5	19.7	17.6	24.1	15.5	19.7
16.7	14.6	22.1	18.6	18.6	14.2	18.7	16.0	15.1	19.0	14.0	16.2	15.1	19.0	14.0	16.2	15.1	19.0	14.0	16.2
24.5	17.8	13.4	13.7	34.2	23.3	14.0	18.7	19.2	13.7	24.1	18.5	19.2	13.7	24.1	18.5	19.2	13.7	24.1	18.5
5.0	6.9	9.0	5.6	8.0	8.9	3.4	7.7	6.5	6.0	8.9	7.5	6.5	6.0	8.9	7.5	6.5	6.0	8.9	7.5
0	0.1	0	0.1	0	0.3	0	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.3	0.1
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
553	2060	129	939	235	2956	60	1042	2013	1008	3191	1102	2013	1008	3191	1102	2013	1008	3191	1102

--RESPONSES

3100 OR MORE

DONT KNOW

REFUSED

--TOTAL--

--COUNT--

Q674 - WOULD AN EMPLOYER HOLD JOB FOR YOU IF YOU WERE AWAY
3 TO 6 MONTHS FOR INITIAL TRAINING FOR GUARD/RESERVES?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	52.9	37.9	44.9	45.1	54.1	36.7	38.1	29.4	48.9	45.1	37.7	38.8
NO	43.5	59.2	55.9	52.1	41.9	61.2	61.9	67.2	56.8	51.9	66.1	66.9
DONT KNOW	3.6	2.8	4.1	2.8	4.0	2.1	0	3.4	3.0	3.0	2.2	3.2
REFUSED	0	0.1	0	0	0	0	0	0	0.1	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	298	1126	102	766	98	1002	42	642	1424	868	1706	684

--RESPONSES

Q676 - DO YOU THINK YOU WOULD LOSE JOB SENIORITY
DURING INITIAL TRAINING FOR GUARD/RESERVES?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG (PCT)	PROP (PCT)	POS (PCT)	NEG (PCT)	PROP (PCT)	POS (PCT)	NEG (PCT)	PROP (PCT)	POS (PCT)	NEG (PCT)	PROP (PCT)
YES	33.9	39.8	34.5	34.7	31.8	39.1	43.9	42.2	38.8	34.7	38.6	42.3
NO	62.7	57.4	59.6	63.2	64.2	58.2	53.4	54.8	59.5	62.8	58.8	54.7
DONT KNOW	3.3	3.4	5.9	2.1	4.0	2.7	2.7	3.0	3.4	2.5	2.8	3.0
REFUSED	0	0.2	0	0	0	0	0	0	0.2	0	0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	298	1126	102	766	98	1892	42	842	1424	868	1788	884

678 - DOES YOUR EMPLOYER HAVE A POLICY ABOUT GUARD/RESERVE PARTICIPATION?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER MALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	8.9	8.5	10.8	15.8	4.3	7.8	14.8	13.8	8.8	15.2	8.8	13.1
NO	79.7	82.8	72.2	78.2	98.5	82.1	75.3	72.3	81.5	75.7	82.8	72.5
DONT KNOW	11.3	9.5	16.9	8.8	5.2	10.9	9.9	14.7	9.9	8.9	10.5	14.4
REFUSED	8	8.8	8	8.1	8	8.8	8	8	8.8	8.1	8.8	8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	298	1128	182	788	98	1882	42	642	1424	888	1788	884

Q677 - HOW DOES YOUR EMPLOYER FEEL ABOUT GUARD/RESERVE PARTICIPATION?

---RESPONSES										---MARKET---						---MARKET---					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		
POSITIVE	36.6	21.4		33.9	25.9		32.6	23.5		26.1	23.6		24.4	26.8		23.9	23.3				
NEUTRAL	49.5	65.5		56.5	63.9		53.6	63.7		53.3	66.6		62.3	62.5		63.1	66.1				
NEGATIVE	8.7	8.5		10.6	7.3		10.1	7.4		10.3	10.6		8.5	7.7		7.6	11.0				
DONT KNOW	5.7	4.6		5.6	2.7		4.8	5.4		10.3	5.3		4.8	2.9		5.4	5.6				
REFUSED	0	0		0	0.1		0	0		0	0		0	0.1		0	0				
--TOTAL--	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0				
--COUNT--	298	1126		182	766		98	1662		42	642		1424	868		1766	684				

Q578A - HAVE YOU TALKED WITH SUPERVISOR ABOUT EMPLOYERS
GUARD/RESERVE POLICY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	4.4	POS PROP (PCT)	NEG PROP (PCT)	14.7	POS PROP (PCT)	NEG PROP (PCT)	5.7	POS PROP (PCT)	NEG PROP (PCT)	2.1
YES	15.7			5.8			5.7			1.8		
NO	82.6	94.7	85.3	93.7	94.3	97.0	98.2	96.9	92.3	92.8	96.9	97.0
DONT KNOW	1.7	0.0	0	0.0	0	0.0	0	0.0	1.0	0.5	0.0	0.0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	298	1126	102	766	98	1682	42	642	1424	868	1768	684

---RESPONSES

--RESPONSES										--MARKET--						--MARKET--					
YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES	OLDER MALES	YOUNG FEMALES	OLDER MALES	OLDER MALES	YOUNG FEMALES	OLDER FEMALES							
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)							
45.6	41.5	56.9	53.7	41.8	46.8	59.1	56.9	42.3	54.1	46.9	51.4										
51.6	55.6	43.1	45.6	56.1	55.7	38.5	46.9	54.8	44.8	55.7	46.4										
2.6	2.7	6	6.9	2.1	3.1	2.4	1.9	2.6	6.8	3.6	1.9										
6.8	6.2	6	6.4	6	6.4	6	6.3	6.3	6.4	6.4	6.3										
100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6	100.6										
298	1127	162	766	98	1663	42	642	1425	868	1761	684										

--RESPONSES										--MARKET--							
YOUNG MALES				OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
POS PROP (PCT)	NEG PROP (PCT)			POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	
10.1	1.3			7.8	1.8	9.6	0.8	7.2	0.5	3.1	2.5	1.5	0.9				
50.7	11.1			43.6	8.7	51.4	8.6	52.3	5.1	19.3	12.7	11.8	7.7				
30.2	47.4			33.5	44.5	27.2	38.7	24.1	35.2	43.8	43.3	37.9	34.5				
8.2	40.0			13.8	44.7	11.4	51.8	10.4	58.4	33.4	41.2	48.7	56.1				
0.8	0.2			1.3	0.2	0.4	0.1	0	0.0	0.4	0.4	0.1	0.0				
100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
553	2000			129	939	235	2950	60	1042	2613	1000	3191	1102				

-----MARKET-----

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HOW LIKELY WOULD YOU BE TO ENLIST IN GUARD/RESERVES FOR 8 YEARS
Q681 - IF YOU RECEIVED A \$6,000 BONUS FOR JOINING?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP	(PCT)	POS PROP	NEG PROP	(PCT)	POS PROP	NEG PROP	(PCT)	POS PROP	NEG PROP	(PCT)
DEFINITELY ENLIST	15.0	4.1	6.5	3.2	13.6	2.4	13.6	2.2	6.1	3.6	3.1	2.7
PROBABLY ENLIST	63.7	24.7	57.3	18.7	59.9	19.3	66.9	13.6	31.6	22.7	21.9	16.2
PROBABLY NOT ENLIST	16.1	39.3	28.3	39.4	18.0	34.8	11.9	31.0	35.2	38.3	33.7	36.1
DEFINITELY NOT ENLIST	4.8	31.4	6.4	38.6	8.0	43.4	5.8	52.4	26.7	34.7	41.1	50.2
DONT KNOW	0.3	0.5	1.5	0.7	0.5	0.1	2.3	0.8	0.5	0.0	0.1	0.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	441	2011	100	911	190	2890	56	1021	2452	1019	3000	1071

-----MARKET-----

248

-----MARKET-----

248

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q002 - THE AIR FORCE?

-----MARKET-----										-----MARKET-----																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)	POS PROP (PCT)		NEG PROP (PCT)		NEG PROP (PCT)	POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)	POS PROP (PCT)		NEG PROP (PCT)		NEG PROP (PCT)	TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
23.8	23.8	23.8	23.8	14.1	21.2	28.4	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1	23.7	28.2	23.7	23.7	22.1

--RESPONSES

YES

NO

MENTIONED IN Q001

MISSING

DONT KNOW

--TOTAL--

--COUNT--

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q663 - THE ARMY?

		-----MARKET-----						-----MARKET-----					
		YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
		POS		NEG PROP (PCT)	POS		NEG PROP (PCT)	POS		NEG PROP (PCT)	POS		NEG PROP (PCT)
		PROP (PCT)	NEG (PCT)		PROP (PCT)	NEG (PCT)		PROP (PCT)	NEG (PCT)		PROP (PCT)	NEG (PCT)	
YES		15.7	18.3	19.7	16.2	23.9	16.1	16.9	16.3	17.7	16.6	16.7	16.3
NO		9.5	15.3	17.2	17.4	8.7	17.3	18.4	17.2	14.2	17.4	16.6	17.3
MENTIONED IN Q661		74.5	66.1	62.4	66.2	67.4	66.2	64.7	66.2	67.8	65.7	66.3	66.2
MISSING		0.2	0.0	0	0.2	0	0.1	0	0	0.1	0.2	0.1	0
DONT KNOW		0.2	0.2	0.7	0.1	0	0.3	0	0.3	0.2	0.1	0.3	0.3
---TOTAL---		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---		1082	4299	129	938	236	2955	60	1040	5381	1067	3190	1100

--RESPONSES

Q664 - THE COAST GUARD?

-----MARKET-----

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q666 - THE MARINE CORPS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES	10.7	21.7	20.0	19.4	20.9	17.5	29.0	17.8	21.1	19.6	19.2	10.4
NO	24.0	25.1	31.4	26.7	24.0	31.2	20.6	32.9	24.9	27.3	30.6	32.2
MENTIONED IN Q661	54.5	50.1	40.0	51.1	41.2	47.8	47.4	45.0	51.0	50.0	47.3	45.1
MISSING	0.0	0.1	0	0	0	0.0	0	0.1	0.1	0	0.0	0.1
DONT KNOW	2.0	3.0	2.0	2.0	0.0	3.5	2.0	4.3	3.0	2.7	3.0	4.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1002	4299	129	938	235	2055	00	1040	5381	1007	3190	1100

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q666 - THE NAVY?

		-----MARKET-----									
		-----MARKET-----									
		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		YOUNG MALES	
		POS	NEG	POS	NEG	POS	NEG	POS	NEG	TOTAL	OLD
		PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP	(PCT)	ER
		(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
YES	21.6	21.5	19.7	19.0	31.0	17.3	22.4	19.9	21.6	19.1	18.4
	33.2	33.1	36.1	33.4	31.3	37.3	42.0	42.0	33.1	33.7	36.0
	45.1	45.0	42.0	47.2	37.3	44.0	34.0	37.5	45.0	48.7	44.3
NO	0.1	0.0	0	0	0	0.1	0	0	0.0	0	0.1
	0.0	0.4	1.5	0.4	0.4	0.4	1.0	0.0	0.3	0.0	0.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MENTIONED IN Q601		1082	4299	129	938	235	2955	60	1040	1007	3190
MISSING											
DONT KNOW											
--TOTAL--											
--COUNT--											

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q667 - THE NATIONAL GUARD/RESERVES?

-----MARKET-----										-----MARKET-----																									
YOUNG MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					
POS		NEG		PROP	POS		NEG		PROP	POS		NEG		PROP	POS		NEG		PROP	POS		NEG		PROP	POS		NEG		PROP	POS		NEG		PROP	
(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)			(PCT)		(PCT)		(PCT)	
37.9	31.3				32.3					41.8					32.6					29.2					32.6					24.2					26.2
38.7	47.9				43.4					29.4					46.1					42.3					46.1					53.9					52.5
22.8	20.5				23.4					28.8					21.3					27.5					21.6					21.3					21.7
0	0.1				0					0					0.1					0					0.6					0.1					0.1
0.6	0.3				0.7					0					0.3					1.0					0.3					0.5					0.5
100.0	100.0				100.0					100.0					100.0					100.0					100.0					100.0					100.0
1082	4299				235					60					5381					1067					5381					1040					1188
--RESPONSES																																			
MENTIONED IN Q601																																			
MISSING																																			
DONT KNOW																																			
--TOTAL--																																			
--COUNT--																																			

--RESPONSES

YES

NO

MENTIONED IN Q661

MISSING

DONT KNOW

--TOTAL--

--COUNT--

DO YOU RECALL SEEING OR HEARING ADVERTISING FOR...
Q608 - ONE AD FOR ALL THE SERVICES?

-----MARKET-----										-----MARKET-----																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS

--RESPONSES

YES

NO

MENTIONED IN Q601

MISSING

DONT KNOW

--TOTAL--

--COUNT--

Tables for questions 889A and 889B have been omitted. Verbatim responses for these items were recorded and were not collapsed into categories. Data for these items are available in a special open-ended question file.

Q610 - WHO USES THE SLOGAN, "ITS NOT JUST A JOB. ITS AN ADVENTURE"?

-----MARKET----- MARKET-----

YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
POS	NEG		POS	NEG		POS	NEG		POS	NEG		TOTAL	POS	NEG		TOTAL	POS	NEG		TOTAL	POS	NEG	
(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	

--RESPONSES

AIR FORCE	8.2	6.8	14.0	9.3	13.3	12.7	6.7	11.9	7.1	9.8	12.7	11.6
ARMY	32.6	31.6	28.3	32.8	35.6	33.1	36.2	36.7	31.8	32.3	33.3	31.8
MARINES	11.1	12.8	12.6	9.3	12.4	13.4	9.4	12.6	12.5	9.7	13.3	12.4
NAVY	35.3	38.8	34.0	38.7	21.3	24.5	34.3	28.2	38.1	38.2	24.3	28.5
ALL 4-SAME AD	7.4	6.0	6.0	6.5	7.3	7.0	8.2	6.6	5.6	6.5	7.0	6.8
DONT KNOW	5.3	5.0	6.2	4.3	10.0	9.3	5.2	11.1	5.1	4.5	9.3	10.7
REFUSED	0	0	0	0.1	0	0.0	0	0	0	0.1	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2950	60	1042	5382	1088	3191	1102

-----MARKET-----

--RESPONSES

-----MARKET-----

	3.4	4.0	15.7	4.2	3.2	4.2	9.6	5.9	3.8	5.5	4.1	6.1
AIR FORCE												
ARMY	82.8	82.3	68.8	77.1	81.5	79.6	74.6	72.9	82.4	75.2	79.8	73.6
MARINES	4.7	4.5	6.6	6.1	2.4	3.7	1.7	5.3	4.5	6.2	3.6	5.1
NAVY	3.0	3.4	3.5	4.6	4.9	5.6	11.5	6.8	3.3	4.5	4.9	6.9
ALL 4-SAME AD	3.3	3.5	4.9	3.7	4.8	3.9	1.6	3.3	3.5	3.8	4.6	3.2
DONT KNOW	2.8	2.5	8.5	4.2	3.3	3.7	1.6	6.6	2.5	4.7	3.6	5.8
REFUSED	0	0	0	0.1	0	0.0	0	0	0	0.1	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2950	66	1042	5382	1668	3191	1162

Q613A - WHO USES THE SLOGAN "WE'RE LOOKING FOR A FEW GOOD MEN."?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
AIR FORCE	4.0	3.4	4.5	3.7	6.8	5.8	7.1	5.5	3.6	3.8	5.8	5.5
ARMY	15.1	14.7	19.8	13.7	19.7	22.8	22.5	25.1	14.7	14.4	21.9	25.8
MARINES	64.4	65.8	53.7	69.2	48.2	39.5	43.6	44.5	64.9	67.4	39.6	44.4
NAVY	5.7	5.8	6.6	5.3	11.4	18.9	8.4	7.9	5.7	5.5	18.9	7.9
ALL FOUR SAME AD	3.9	3.2	3.4	2.8	9.1	5.6	8.8	4.7	3.3	2.8	5.9	4.9
DON'T KNOW	6.8	8.1	12.8	5.2	12.9	16.1	9.7	12.3	7.8	6.8	15.9	12.2
REFUSED	0	0	0	0	0	8.1	0	0	0	0	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	68	1042	5382	1068	3191	1182

--RESPONSES

-----MARKET-----

282

Q015A - WHO USES THE SLOGAN, "AIM HIGH. BLANK"? -----MARKET-----

	YOUNG MALES				OLD MALES				YOUNG FEMALES				OLD FEMALES				YOUNG MALES		OLD MALES		YOUNG FEMALES		OLD FEMALES	
	POS		NEG		POS		NEG		POS		NEG		POS		NEG		TOTAL	(PCT)	TOTAL	(PCT)	TOTAL	(PCT)	TOTAL	(PCT)
	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)								
---RESPONSES																								
AIR FORCE	98.6	88.5	78.4	85.4	81.5	77.4	71.4	72.8	88.9	84.6	77.7	72.8												
ARMY	2.1	3.1	2.3	2.8	4.4	5.3	1.8	4.5	2.9	2.8	5.2	4.3												
MARINES	1.8	1.3	3.8	3.8	3.9	3.2	8	5.1	1.4	3.8	3.2	4.8												
NAVY	1.2	2.4	4.4	3.1	2.8	4.1	5.3	2.8	2.2	3.2	3.9	2.9												
ALL 4-SAME AD	8.8	8.9	8	8.8	1.2	1.3	2.8	3.8	8.8	8.8	1.3	3.8												
DONT KNOW	3.7	3.8	11.3	5.2	7.8	8.7	19.5	12.4	3.8	5.9	8.8	12.8												
REFUSED	8	8	8	8.1	8	8.8	8	8.1	8	8.1	8.8	8.1												
---TOTAL---	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8												
---COUNT---	1882	4388	128	938	235	2958	88	1842	5382	1888	3191	1182												

Q0168 - WHO USES THE SLOGAN, "WERE NOT A COMPANY - WERE YOUR COUNTRY?"

-----MARKET-----

YOUNG MALES OLDER MALES YOUNG FEMALES OLDER FEMALES YOUNG MALES OLDER MALES YOUNG FEMALES OLDER FEMALES

POS NEG POS NEG POS NEG POS NEG POS NEG POS NEG POS NEG POS NEG

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OLD FEMALES OLD MALES OLD FEMALES OLD MALES OLD FEMALES OLD MALES OLD FEMALES OLD MALES

POS NEG POS NEG POS NEG POS NEG POS NEG POS NEG POS NEG POS NEG

PROP PROP PROP PROP PROP PROP PROP PROP PROP PROP PROP PROP PROP PROP PROP PROP

(PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT)

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(PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT) (PCT)

--RESPONSES

AIR FORCE	7.6	5.8	9.5	8.8	7.4	5.8	10.9	7.8	8.2	6.4	6.6	7.2
ARMY	19.2	17.1	20.7	18.9	15.5	17.9	14.8	18.1	17.5	19.1	17.8	17.9
MARINES	10.3	10.8	9.3	9.9	12.8	9.9	7.3	9.3	10.7	9.8	10.1	9.2
NAVY	11.3	11.3	10.7	7.8	9.4	10.8	14.2	8.2	11.3	8.2	10.7	8.5
ALL 4-SAME AD	27.2	29.4	26.1	31.2	27.4	23.5	25.9	24.9	28.9	30.6	23.8	25.0
DONT KNOW	24.3	25.6	23.6	26.3	27.5	31.9	26.9	32.3	25.3	26.8	31.5	32.0
REFUSED	0	0	0	0	0	0.1	0	0.2	0	0	0.1	0.2
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1008	3191	1102

-----MARKET-----

285

Q017 - (IF Q010=YES) FOR WHICH SERVICES DID YOU SEE PRINT ADVERTISING?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
ARMY	75.7	69.7	61.1	66.6	72.9	71.8	72.6	65.6	71.1	65.8	71.9	65.9
NAVY	39.3	43.2	46.2	42.3	44.7	34.6	41.6	34.9	42.3	42.6	35.5	35.3
AIR FORCE	59.5	52.5	54.6	50.2	52.5	46.1	51.4	33.4	54.1	56.8	41.1	34.4
MARINES	55.8	51.2	48.5	52.9	41.1	42.4	47.5	43.2	52.2	52.3	42.3	43.4
COAST GUARD	10.0	8.9	5.6	9.3	6.8	5.3	14.6	6.2	9.2	8.8	5.4	6.7
ALL ACTIVE	9.4	14.3	8.3	14.4	9.7	10.6	11.6	13.1	13.2	13.5	10.6	13.6
ARMY NATIONAL GUARD	7.2	5.2	4.2	6.6	8.1	3.2	8.4	3.1	5.7	5.7	3.6	3.4
ARMY RESERVE	4.2	3.6	2.9	3.1	1.8	1.9	2.7	2.7	3.8	3.1	1.9	2.7
AIR NATIONAL GUARD	2.3	1.5	1.9	1.6	0.6	1.0	2.7	1.9	1.7	1.6	1.0	2.6
AIR FORCE RESERVE	1.6	1.2	1.1	0.9	1.2	0.5	2.7	0.9	1.3	0.9	0.5	1.6
NAVY RESERVE	0.6	1.2	1.1	1.1	0.6	0.6	2.7	0.8	1.1	1.1	0.6	0.9
MARINE RESERVE	1.4	0.9	2.7	0.9	0.6	0.7	2.7	0.7	1.0	1.1	0.7	0.9
ALL RESERVE/NG	4.1	4.0	2.9	4.3	2.3	2.2	4.5	3.6	4.0	4.1	2.2	3.6
---TOTAL---	-----QUESTION PERMITTED AS MANY AS 13 RESPONSES-----											
---COUNT---	862	2964	97	566	164	1868	46	618	3816	663	2032	658

Q618 - IN LAST YEAR, SEEN ANY ADS ON TV OR RADIO FOR THE MILITARY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	PROP (PCT)
--RESPONSES												
YES	87.3	83.6	79.6	80.9	86.3	78.9	89.9	79.1	84.3	88.7	79.4	79.7
NO	12.6	16.4	19.8	18.5	13.7	20.4	10.1	20.7	15.6	18.7	19.9	20.2
DONT KNOW	0.1	0.1	0.0	0.6	0	0.7	0	0.1	0.1	0.6	0.7	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	66	1042	5382	1068	3191	1102

Q619 - (IF Q618=YES) FOR WHICH SERVICE DID YOU SEE BROADCAST ADVERTISING?

	MARKET						MARKET					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
ARMY	79.0	75.5	73.0	70.0	70.9	77.3	84.3	75.5	76.4	78.0	77.2	76.1
NAVY	53.2	55.3	54.7	59.3	40.4	48.3	45.8	48.7	54.8	58.8	48.1	48.5
AIR FORCE	64.1	60.8	66.8	63.9	57.3	54.9	55.4	51.6	61.5	84.2	55.1	51.8
MARINES	62.8	63.2	61.7	67.4	57.5	55.4	48.2	57.0	63.1	60.7	55.6	56.4
COAST GUARD	14.1	15.1	13.1	17.0	12.2	11.4	13.1	10.7	14.9	16.6	11.5	10.8
ALL ACTIVE	10.4	20.1	20.9	22.0	17.8	17.8	8.1	18.6	19.3	21.9	17.8	18.0
ARMY NATIONAL GUARD	8.3	6.6	6.8	8.1	4.2	3.3	8.6	4.2	6.9	8.0	3.4	4.5
ARMY RESERVE	4.5	3.7	4.7	4.1	6.5	1.8	0	4.2	3.8	4.2	2.1	3.9
AIR NATIONAL GUARD	3.0	2.0	4.2	1.4	0.8	0.8	0	1.9	2.2	1.7	0.8	1.8
AIR FORCE RESERVE	2.1	0.8	1.0	0.4	1.9	0.3	0	0.4	1.0	0.5	0.4	0.4
NAVY RESERVE	0.9	1.0	3.3	0.7	0.3	0.4	0	0.8	1.0	1.0	0.4	0.7
MARINE RESERVE	1.4	0.6	1.0	0.6	0.5	0.3	0	0.5	0.8	0.7	0.3	0.4
ALL RESERVE/NATIONAL GUARD	5.1	5.5	5.5	6.6	6.2	4.3	9.6	4.5	5.4	6.5	4.5	4.8
--TOTAL--	QUESTION PERMITTED AS MANY AS 13 RESPONSES											
--COUNT--	941	3620	102	763	202	2325	53	832	4501	865	2527	885

Q020 - IN LAST YEAR, HAVE YOU RECEIVED MILITARY LITERATURE IN
THE MAIL WITHOUT REQUESTING IT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	MALES TOTAL (PCT)	TOTAL (PCT)	FEMALES TOTAL (PCT)
YES	41.6	49.6	21.6	22.3	47.4	22.2		
NO	58.9	50.7	78.6	77.6	52.3	77.7		
DONT KNOW	0.2	0.2	0	0.1	0.2	0.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1092	4300	236	2950	5382	3191		

--RESPONSES

Q021 - (IF Q020=YES) WHICH SERVICES WAS THE LITERATURE ABOUT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG
	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
-RESPONSES								
AIR FORCE	32.3	34.0	49.4	34.1	33.7	35.2		
ARMY	61.8	65.4	57.1	64.1	64.8	63.5		
MARINES	44.6	44.4	13.3	16.8	44.5	16.5		
NAVY	33.2	35.2	22.2	16.8	34.9	17.2		
ALL SERVICES	2.5	7.0	0	4.3	6.2	4.0		
NATIONAL GUARD	6.3	5.7	5.5	3.5	5.8	3.6		
RESERVES	5.1	3.4	0	2.4	3.7	2.3		
--TOTAL--	--QUESTION PERMITTED AS MANY AS 7 RESPONSES--							
-COUNT--	455	2105	50	647	2500	697		

Q022 - IN LAST YEAR, HAVE YOU MADE A TOLL-FREE CALL FOR INFO ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	4.9	2.2	3.6	1.3	2.7	1.5		
NO	95.6	97.8	96.2	98.7	97.3	98.5		
DONT KNOW	0.1	0	0	0	0.0	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1082	4300	235	2950	5382	3191		

Q023 (IF Q022=YES) WHICH SERVICES DID YOU CALL ABOUT?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG
	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
---RESPONSES								
AIR FORCE	29.4	29.6	57.7	28.5	29.5	34.1		
ARMY	50.0	35.4	36.9	56.6	40.7	52.8		
MARINES	13.4	24.1	16.4	13.2	20.2	13.8		
NAVY	16.4	22.3	24.6	14.6	20.2	15.9		
ALL SERVICES	0	2.2	0	0	1.4	0		
NATIONAL GUARD	12.0	5.9	0	1.9	8.1	1.0		
RESERVES	7.0	6.5	0	0	6.7	0		
---TOTAL---	---QUESTION PERMITTED AS MANY AS 7 RESPONSES---							
---COUNT---	56	89	9	40	145	49		

Q026 - IN THE LAST YEAR HAVE YOU SENT A POST CARD/COUPON FOR INFO ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
YES	17.0	8.1	11.6	2.9	9.9	3.6		
NO	82.8	91.9	88.6	97.0	90.1	96.4		
DONT KNOW	0.2	0.0	0	0.1	0.0	0.1		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
---COUNT---	1082	4300	235	2956	5382	3191		

--RESPONSES

Q026 -(IF Q025=YES) WHICH SERVICES DID YOU SEND FOR INFO ABOUT?

-----MARKET----- MARKET-----

	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG
	PROP	PROP	PROP	PROP	PROP	PROP	PROP	PROP
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL
	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)

--RESPONSES

AIR FORCE	43.3	35.9	68.7	42.6	37.4	49.0
ARMY	38.7	42.7	52.1	44.8	41.3	46.6
MARINES	29.2	27.6	8.6	13.8	28.2	12.5
NAVY	24.6	24.9	18.7	9.1	24.8	11.5
ALL SERVICES	0	2.4	0	1.1	1.6	0.8
NATIONAL GUARD	3.8	3.1	11.3	0	3.3	2.8
RESERVES	5.6	1.3	0	2.1	2.7	1.6

--TOTAL-- --QUESTION PERMITTED AS MANY AS 7 RESPONSES--

--COUNT-- 191 343 23 85 534 108

Q827 - IN LAST YEAR, HAVE YOU VISITED A RECRUITING STATION FOR
INFORMATION ABOUT THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)	TOTAL (PCT)
--RESPONSES								
YES	28.4	10.6	14.9	3.5	12.5	4.4		
NO	79.6	89.4	85.1	96.5	87.5	95.6		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	1082	4300	235	2958	5382	3191		

-----MARKET-----

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Q629 (IF Q628=YES) WHAT SERVICE(S) DID THE RECRUITER REPRESENT?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
---RESPONSES												
AIR FORCE	24.9	23.6	22.5	28.9	36.4	25.2	25.9	27.9	23.5	28.1	27.1	27.6
ARMY	56.6	53.7	59.2	48.3	58.8	49.8	59.8	54.6	54.5	49.7	51.2	55.3
MARINES	32.4	30.3	40.1	26.1	19.8	21.3	9.9	16.6	30.9	27.8	21.0	15.7
NAVY	27.0	28.1	28.2	26.1	20.1	20.2	28.1	23.7	28.7	26.4	20.1	24.2
---TOTAL---												
---COUNT---	588	1567	63	395	100	556	33	230	2155	458	656	263
	-----QUESTION PERMITTED AS MANY AS 4 RESPONSES-----											

-----MARKET-----

278

631 - DID THE AIR FORCE RECRUITER (YOU TALKED TO) REPRESENT THE...

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
ACTIVE AIR FORCE	69.5	73.6	95.8	78.1	63.4	63.5	68.4	75.1	72.4	79.9	63.4	74.3
AIR RESERVE	13.8	11.3	0	14.0	13.7	14.1	7.2	17.3	12.0	12.6	14.0	16.1
AIR NG	8.4	8.7	0	2.9	20.3	7.2	24.4	2.1	8.0	2.0	10.0	4.8
DONT KNOW	8.3	6.4	4.2	5.1	2.6	15.3	0	5.4	6.9	5.0	12.5	4.8
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	146	344	14	189	34	143	10	70	490	123	177	80

--RESPONSES

Q632A - HOW DID YOU GET IN TOUCH WITH THE AIR FORCE RECRUITER?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	OLD MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLD FEMALES TOTAL (PCT)
RECRUITER CALLED	17.5	23.2	12.8	17.1	2.3	7.3	12.5	11.6	21.6	16.7	6.2	11.7
CALLED RECRUITER	8.8	6.2	13.9	12.2	1.8	10.0	33.7	14.7	6.9	12.4	8.2	17.0
RECRUITING STATION	18.6	17.6	42.6	31.3	12.5	12.3	31.6	20.7	17.9	32.4	12.4	22.0
JOE FAIR	0.7	2.2	0	0.0	0.0	1.7	0	3.1	1.8	0.7	3.1	2.8
AT SCHOOL	48.0	44.7	30.7	29.4	65.0	63.5	10.4	40.0	45.7	29.5	64.0	36.5
OTHER WAY	6.5	6.0	0	9.2	9.5	5.1	11.0	8.4	6.2	8.3	6.1	8.8
DONT KNOW	0	0	0	0	0	0	0	1.4	0	0	0	1.3
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	146	344	14	109	34	143	10	70	490	123	177	80

The table for question 632B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

Q833TIME - NO. OF MONTHS SINCE TALKED WITH AIR FORCE RECRUITER

	MARKET-----						MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG (PCT)	PROP (PCT)	POS (PCT)	NEG (PCT)	PROP (PCT)	POS (PCT)	NEG (PCT)	PROP (PCT)	TOTAL (PCT)	OLD MALES (PCT)	TOTAL (PCT)
UP TO 1 MONTH	12.9	10.5	0	0.8	18.2	8.3	28.3	3.6	11.2	0.7	10.5	0.9
ONE MONTH	6.3	7.5	0	0.8	3.5	0.3	0	1.4	7.1	0.7	5.7	1.2
2 MONTHS	5.6	4.3	0	0.8	10.6	1.7	0	1.6	4.5	0.7	3.6	1.3
3 MONTHS	11.5	5.7	0	0	9.9	3.9	0	0	7.4	0	5.2	0
4 TO 6 MONTHS	19.6	18.9	0	0.8	17.4	16.6	0	0	19.1	0.7	16.8	0
7 TO 12 MONTHS	19.2	18.6	18.1	4.1	14.9	12.7	24.4	8.4	18.8	5.7	13.2	16.6
13 TO 18 MONTHS	13.7	16.5	6.2	11.4	19.4	15.7	8.3	4.9	15.7	16.8	16.5	5.3
19 TO 24 MONTHS	4.2	2.9	0	7.4	2.7	8.2	12.5	3.8	3.3	6.5	7.0	4.9
25 MONTHS OR MORE	7.5	15.1	75.6	74.0	3.5	26.5	26.5	76.4	12.9	74.2	21.5	69.9
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	135	319	14	95	33	138	10	64	454	169	171	74

--RESPONSES

Q634 - DID THE ARMY RECRUITER (YOU TALKED TO) REPRESENT THE...

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
--RESPONSES												
ACTIVE ARMY	61.9	72.6	74.7	76.9	43.2	53.5	51.9	67.4	69.5	76.6	51.6	65.2
ARMY RESERVE	18.9	17.7	5.4	11.8	20.0	30.3	29.9	21.9	18.1	16.8	28.4	23.0
ARMY NG	16.3	5.7	14.4	5.5	18.2	8.6	14.6	4.7	8.7	6.8	10.4	6.1
DONT KNOW	2.8	4.0	5.5	5.8	18.6	7.5	3.6	6.0	3.7	5.8	9.6	5.7
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	325	832	36	197	61	278	21	122	1157	233	339	143

Q636A - HOW DID YOU GET IN TOUCH WITH THE ARMY RECRUITER?

-----MARKET----- MARKET-----

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		TOTAL (PCT)			TOTAL (PCT)			TOTAL (PCT)			TOTAL (PCT)		
RECRUITER CALLED	21.8	35.8		5.9	20.9		9.0	23.4		0.4	16.9		31.8			18.7			20.7			15.7		
CALLED RECRUITER	8.9	6.2		11.3	7.9		5.9	7.2		22.8	11.1		7.0			8.4			7.0			12.7		
RECRUITING STATION	16.7	10.7		33.6	37.3		13.6	9.4		30.0	18.9		12.4			36.7			10.1			20.5		
JOB FAIR	1.7	1.9		0	2.8		2.0	4.1		0	1.4		1.0			2.4			3.7			1.2		
AT SCHOOL	40.7	39.0		40.9	23.9		63.4	40.1		24.0	38.5		39.4			27.3			49.4			36.5		
OTHER WAY	10.2	6.4		2.4	6.1		5.2	9.0		14.8	13.3		7.5			5.5			8.9			13.5		
DONT KNOW	0	0.1		0	1.2		1.4	0		0	0		0.0			1.0			0.3			0		
--TOTAL--	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0			100.0			100.0			100.0		
--COUNT--	325	832		38	197		61	278		21	122		1157			233			339			143		

The table for question 635B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

Q638TIME -NO. OF MONTHS SINCE TALKED WITH ARMY RECRUITER

-----MARKET-----

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	

--RESPONSES

UP TO 1 MONTH	16.0	14.3		11.3	1.3		18.0	7.9		4.2	2.0		14.0		2.7		9.8		2.3
ONE MONTH	6.4	8.3		3.7	3.9		5.3	4.6		11.9	1.8		7.8		3.8		4.8		3.2
2 MONTHS	4.5	6.9		1.8	1.2		6.5	3.7		0	0.8		6.2		1.3		4.3		0.7
3 MONTHS	7.3	6.7		0	0.6		6.4	7.7		0	0		6.9		0.5		7.5		0
4 TO 6 MONTHS	19.9	14.2		0	2.6		28.6	16.4		24.2	0.5		15.8		2.2		18.7		3.8
7 TO 12 MONTHS	18.8	13.8		0	6.6		11.1	16.1		13.6	3.7		15.2		5.6		15.2		5.1
13 TO 18 MONTHS	17.8	14.0		8.6	5.9		18.1	18.4		6.6	3.6		15.1		6.3		18.3		4.0
19 TO 24 MONTHS	4.1	3.9		0	2.7		1.1	6.3		0	1.6		4.0		2.3		5.3		1.4
25 MONTHS OR MORE	5.2	17.9		74.6	75.3		5.0	18.9		39.5	85.9		14.4		75.2		16.2		79.5
--TOTAL--	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0		100.0		100.0		100.0
--COUNT--	298	789		31	174		60	261		20	116		1087		265		321		136

Q637 - DID THE MARINE CORPS RECRUITER YOU TALKED TO REPRESENT THE...

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLD MALES			YOUNG FEMALES			OLD FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
ACTIVE MARINES	47.5	57.4	63.9	65.4	59.4	40.2	51.4	46.4	54.6	65.1	43.1	46.8
MARINE RESERVES	14.7	10.3	8.1	13.4	21.3	12.3	0	14.9	11.6	12.5	13.7	13.7
BOTH	35.0	29.2	28.0	16.3	14.4	40.3	48.6	29.6	30.9	18.4	30.4	31.1
DONT KNOW	2.8	3.1	0	4.9	4.8	8.3	0	9.1	3.0	4.0	6.0	8.4
REFUSED	0	0	0	0	0	1.0	0	0	0	0	0.8	0
TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COUNT	182	476	25	99	21	108	3	40	658	124	129	43

--RESPONSES

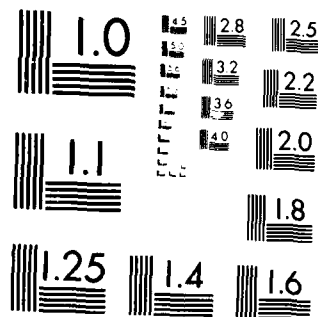
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YOUTH ATTITUDE TRACKING STUDY II WAVE <17> -- FALL
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RESEARCH TRIANGLE PARK NC R M BRAY ET AL. FEB 87
RTI/3624/06-01FR MDA903-86-C-0066 F/G 5/8

4/5

UNCLASSIFIED

NL



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

Q638A - HOW DID YOU GET IN TOUCH WITH THE MARINE CORPS RECRUITER?

-----MARKET-----										-----MARKET-----																													
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)								
22.1	34.0	6.0	25.2	12.6	11.5	48.0	18.5	31.1	21.7	11.7	20.9																												
4.4	4.0	8.1	4.3	0	7.2	21.0	16.4	4.1	5.0	6.1	16.9																												
12.9	11.5	39.4	27.5	3.3	12.6	0	6.0	11.9	29.7	11.1	5.5																												
3.1	1.4	0	3.3	2.9	2.1	0	0	1.9	2.7	2.3	0																												
49.5	39.4	41.8	27.4	66.1	51.5	29.6	41.0	42.3	30.0	53.7	40.1																												
7.1	9.0	4.8	10.5	15.1	15.1	0	18.0	8.4	9.4	15.1	16.6																												
6.9	6.1	0	1.8	0	0	0	0	0.3	1.5	0	0																												
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																												
182	476	25	99	21	108	3	40	658	124	129	43																												

--RESPONSES

RECRUITER CALLED

CALLED RECRUITER

RECRUITING STATION

JOB FAIR

AT SCHOOL

OTHER WAY

DONT KNOW

--TOTAL--

--COUNT--

The table for question 6388 has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

Q039TIME -NO. OF MONTHS SINCE TALKED WITH MARINE RECRUITER

-----MARKET-----														-----MARKET-----										
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)
--RESPONSES																								
UP TO 1 MONTH				16.6	14.4	0	0.0	0	13.3	0	0	15.1	0.7	11.2	0									
ONE MONTH				7.5	6.2	0	0	11.7	4.7	0	2.3	6.6	0	5.8	2.1									
2 MONTHS				10.1	6.1	0	1.6	7.8	3.4	0	0	7.2	1.3	4.1	0									
3 MONTHS				9.6	7.3	0	0	7.9	4.1	21.8	0	8.0	0	4.7	2.0									
4 TO 6 MONTHS				13.1	14.8	3.9	0.8	21.1	22.0	0	9.5	14.3	1.3	21.9	8.7									
7 TO 12 MONTHS				18.7	19.2	11.6	3.5	8.6	14.2	48.6	12.9	19.0	4.9	13.3	16.1									
13 TO 18 MONTHS				12.8	12.4	0	5.1	28.5	17.2	0	1.8	12.5	4.2	19.1	1.7									
19 TO 24 MONTHS				4.7	2.9	0	1.9	10.2	5.4	0	0	3.4	1.6	6.1	0									
25 MONTHS OR MORE				7.0	16.7	84.5	86.3	4.3	15.7	29.6	73.4	13.9	86.0	13.8	69.5									
--TOTAL--				100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
--COUNT--				172	451	23	90	21	102	3	36	623	113	123	39									

Q640 - DID THE NAVY RECRUITER (YOU TALKED TO) REPRESENT THE...

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
---RESPONSES												
ACTIVE NAVY	57.6	66.7	65.2	71.0	19.3	49.5	21.7	52.0	59.9	70.3	44.6	47.5
NAVAL RESERVES	9.1	11.4	5.0	3.9	31.6	17.0	32.0	10.4	10.0	4.1	20.1	20.6
BOTH	28.3	23.6	29.9	21.6	35.5	27.4	45.5	23.0	24.8	22.7	26.7	27.6
DONT KNOW	5.1	4.4	0	3.4	13.0	5.3	0	5.0	4.0	3.0	0.0	4.9
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	169	438	18	105	19	111	0	51	607	123	130	59

Q641A - HOW DID YOU GET IN TOUCH WITH THE NAVY RECRUITER?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLD MALES					YOUNG FEMALES					OLD FEMALES				
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	YOUNG MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
25.8	34.4	10.6	21.2	9.5	13.4	0	6.1	32.1	19.8	12.8	5.2	32.1	19.8	12.8	5.2	32.1	19.8	12.8	5.2
7.9	6.1	26.2	16.6	0	16.8	33.7	18.2	6.6	12.2	9.0	20.5	6.6	12.2	9.0	20.5	6.6	12.2	9.0	20.5
11.1	16.3	18.8	25.5	14.3	10.9	39.3	11.9	14.9	24.2	11.5	16.6	14.9	24.2	11.5	16.6	14.9	24.2	11.5	16.6
2.6	6.0	6.6	6.9	17.4	2.5	0	3.3	1.2	1.6	5.0	2.9	1.2	1.6	5.0	2.9	1.2	1.6	5.0	2.9
43.7	36.2	32.8	32.2	54.2	58.4	16.5	46.6	38.1	32.2	51.0	36.2	38.1	32.2	51.0	36.2	38.1	32.2	51.0	36.2
8.8	6.8	8.6	9.7	4.6	12.6	16.6	19.7	6.5	9.6	10.8	19.2	6.5	9.6	10.8	19.2	6.5	9.6	10.8	19.2
1.6	6.2	6	6.5	0	0	0	0	0.6	6.5	0	0	0.6	6.5	0	0	0.6	6.5	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
189	438	18	165	19	111	8	51	687	123	136	59	687	123	136	59	687	123	136	59

--RESPONSES

RECRUITER CALLED

CALLED RECRUITER

RECRUITING STATION

JOB FAIR

AT SCHOOL

OTHER WAY

DONT KNOW

--TOTAL--

--COUNT--

The table for question 641B has been omitted. Verbatim responses for this item were recorded and were not collapsed into categories. Data for this item are available in a special open-ended question file.

Q642TIME -NO. OF MONTHS SINCE TALKED WITH NAVY RECRUITER

-----MARKET-----										-----MARKET-----										
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					
POS	NEG				POS	NEG				POS	NEG				POS	NEG				
PROP	PROP	(PCT)	(PCT)	(PCT)	PROP	PROP	(PCT)	(PCT)	(PCT)	PROP	PROP	(PCT)	(PCT)	(PCT)	PROP	PROP	(PCT)	(PCT)	(PCT)	
TOTAL					TOTAL					TOTAL					TOTAL					
(PCT)					(PCT)					(PCT)					(PCT)					
--RESPONSES																				
UP TO 1 MONTH					17.9	11.1	0	3.2	20.1	11.1	0	5.2	12.9	2.7	12.6	4.4				
ONE MONTH					6.2	8.5	5.3	0	3.0	3.7	0	0	7.9	0.8	3.6	0				
2 MONTHS					7.6	11.8	3.2	0	21.5	6.4	0	0	16.7	0.5	8.9	0				
3 MONTHS					7.9	8.4	0	0.8	10.8	8.3	0	0	8.3	0.7	9.7	0				
4 TO 6 MONTHS					19.8	12.5	0	3.2	4.6	16.6	0	5.6	14.4	2.7	9.6	4.7				
7 TO 12 MONTHS					13.9	17.9	11.1	5.3	3.6	19.2	22.5	1.9	16.9	6.1	16.7	5.1				
13 TO 18 MONTHS					18.5	11.5	8.2	8.0	30.4	15.6	0	0	13.4	8.1	18.0	0				
19 TO 24 MONTHS					1.1	4.4	16.7	3.5	5.9	4.3	32.8	3.0	3.6	4.5	4.5	7.6				
25 MONTHS OR MORE					7.6	13.8	61.4	76.0	0	26.7	44.8	84.3	12.0	73.9	17.4	78.2				
--TOTAL--					100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--					156	404	18	93	18	166	8	49	560	111	124	57				

Q645 - HAVE YOU EVER TAKEN THE ASVAB WRITTEN TEST?

-----MARKET-----										-----MARKET-----									
YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER MALES	
POS	NEG		POS	NEG		POS	NEG		POS	NEG		TOTAL		TOTAL		TOTAL		TOTAL	
PROP	PROP	(PCT)	PROP	PROP	(PCT)	PROP	PROP	(PCT)	PROP	PROP	(PCT)	(PCT)		(PCT)		(PCT)		(PCT)	
21.9	17.3		30.4	20.7		17.5	13.5		17.2	8.6		18.2		21.8		13.8		9.8	
78.8	82.5		69.1	79.3		82.5	86.3		82.8	91.4		81.6		78.8		86.8		90.9	
0.1	0.2		1.5	0.1		0	0.1		0	0.1		0.2		0.2		0.1		0.1	
100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0		100.0		100.0		100.0	
1082	4388		129	939		235	2956		68	1042		5382		1868		3191		1182	

--RESPONSES

YES

NO

DONT KNOW

--TOTAL--

--COUNT--

Q646 - MIGHT YOU TAKE THE WRITTEN TEST FOR THE MILITARY SOMETIME?

---MARKET---														---MARKET---			
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES					
POS		NEG		POS		NEG		POS		NEG		POS		NEG			
PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)		
79.2	36.9			59.5	12.8	75.1	17.3	69.8	8.2	48.2	17.6	21.5	11.3				
16.6	65.6			35.6	85.3	26.7	88.1	28.8	95.6	56.3	80.2	75.7	86.9				
4.2	3.4			5.5	1.9	4.2	2.7	1.4	1.9	3.6	2.2	2.8	1.9				
100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
842	3533			86	735	192	2562	48	948	4375	821	2754	996				

Q647 - (IF YES TO Q645) WHERE DID YOU TAKE THE ASVAB?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
AT HIGH SCHOOL	61.6	71.4	36.4	46.4	76.7	85.6	53.7	57.6	69.1	43.9	84.7	56.7
AT MEPS	27.9	22.6	44.3	45.2	15.3	12.3	32.5	35.4	23.9	45.1	12.6	35.1
ELSEWHERE	10.3	5.9	23.1	8.4	8.6	2.1	13.8	7.6	6.9	16.7	2.7	8.2
DONT KNOW	6.2	6.1	2.2	6	6	6	6	6	6.1	6.4	6	6
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	246	768	43	264	43	394	12	94	1088	247	437	166

--RESPONSES

-----MARKET-----

298

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q851 - LACK OF PERSONAL FREEDOM?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
AIR FORCE	7.5	6.5	6.8	6.5	8.1	7.9	8.1	7.0	7.0	6.7	8.1	7.0
ARMY	17.3	17.7	13.5	16.4	25.2	24.2	25.3	20.2	20.2	17.6	24.3	20.5
MARINES	42.5	38.6	42.3	39.0	29.8	27.1	35.5	30.6	30.6	39.4	27.3	30.8
NAVY	18.3	19.7	25.1	23.9	19.1	20.1	21.0	21.2	21.2	19.4	20.0	21.2
NONE	10.9	14.2	9.6	10.8	11.8	15.0	7.8	15.3	15.3	13.6	14.7	14.9
DONT KNOW	3.5	3.3	2.1	3.2	6.3	5.5	3.4	5.5	5.5	3.3	5.5	5.4
REFUSED	0	0	0.7	0.1	0	0	0	0.1	0.1	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2958	60	1042	1068	5382	3191	1102

-----MARKET-----

300

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q853 - EXTENDED DUTY AWAY FROM IMMEDIATE FAMILY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
AIR FORCE	9.6	9.3	9.1	9.9	15.2	11.9	10.5	12.9	9.4	9.8	12.1	12.8
ARMY	23.1	19.0	18.8	17.7	25.0	23.2	28.0	19.5	19.8	17.6	23.4	20.0
MARINES	20.3	17.5	23.4	17.8	21.1	19.4	18.9	17.8	18.1	18.4	19.6	17.9
NAVY	42.4	45.3	43.1	47.4	32.2	34.7	38.2	40.4	44.7	46.9	34.5	40.3
NONE	3.3	7.2	5.7	5.0	3.1	7.6	3.0	6.9	6.4	5.1	7.3	6.7
DONT KNOW	1.4	1.6	2.0	2.2	3.5	3.1	1.6	2.3	1.6	2.2	3.1	2.3
REFUSED	0	0	0	0	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1068	3191	1102

--RESPONSES

-----MARKET-----										-----MARKET-----									
YOUNG MALES										YOUNG FEMALES									
POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)			
29.1		27.1		31.7		30.4		20.8		29.6		35.1		29.2		27.5			
39.6		34.3		37.2		33.5		35.2		32.6		34.4		30.9		35.3			
13.9		14.2		10.6		12.2		15.2		13.5		12.4		13.1		14.1			
12.2		14.8		14.0		15.8		14.8		14.5		11.6		14.4		14.3			
4.1		7.4		6.4		5.4		3.2		6.6		3.0		8.0		6.7			
1.1		2.3		0		2.6		4.9		3.2		3.6		4.4		2.1			
100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0			
1082		4300		129		939		235		2958		60		1042		5382			
--RESPONSES										--COUNT--									
AIR FORCE										MARINES									
ARMY										NAVY									
NONE										DONT KNOW									
--TOTAL--										--COUNT--									
29.5										31.1									
29.4										13.1									
14.2										14.2									
7.7										7.7									
4.4										4.4									
100.0										100.0									
3191										1102									

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q655 - EQUAL PAY AND ADVANCEMENT FOR MEN AND WOMEN?

--RESPONSES														-----MARKET-----										-----MARKET-----									
YOUNG MALES				OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES														
POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)		NEG PROP (PCT)	POS PROP (PCT)		NEG PROP (PCT)	POS PROP (PCT)		NEG PROP (PCT)	POS PROP (PCT)		NEG PROP (PCT)	TOTAL (PCT)	TOTAL (PCT)		TOTAL (PCT)	TOTAL (PCT)		TOTAL (PCT)	TOTAL (PCT)												
21.0	18.1	28.2		21.7	23.6		21.3	29.5		23.7	18.7		22.5	21.5		24.0																	
55.7	48.5	41.0		47.1	42.2		44.6	41.2		42.1	49.9		46.4	44.4		42.0																	
6.6	9.2	5.9		7.1	11.2		9.8	11.8		8.4	8.7		7.0	9.9		8.6																	
11.6	13.2	12.9		14.6	9.8		13.0	10.6		13.4	12.9		14.4	12.7		13.3																	
3.2	8.3	9.0		6.8	7.4		7.7	3.2		8.9	7.3		7.0	7.7		8.6																	
2.0	2.7	2.9		2.7	6.0		3.6	3.6		3.4	2.6		2.7	3.8		3.4																	
0	0	0		0	0		0	0		0.1	0		0	0		0.1																	
100.0	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0																	
1082	4300	129		939	235		2956	60		1042	5382		1068	3191		1102																	

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
 Q656 - WORK THAT DOES NOT PREPARE YOU FOR CIVILIAN CAREER?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
AIR FORCE	14.8	11.1	7.0	8.9	17.1	13.7	12.6	11.9	11.8	11.8	8.7	14.0
ARMY	19.7	20.5	21.3	20.0	23.9	21.3	23.7	23.4	20.3	20.3	20.1	21.5
MARINES	32.1	29.5	32.0	34.6	21.9	21.6	20.4	22.5	30.0	30.0	34.3	21.0
NAVY	17.9	17.5	19.9	17.8	20.2	19.8	18.2	17.7	17.6	17.6	18.0	19.8
NONE	12.4	10.8	15.3	15.6	14.1	17.6	21.5	19.2	15.9	15.9	15.5	17.3
DONT KNOW	3.1	4.6	4.6	3.1	2.8	6.1	3.6	5.0	4.3	4.3	3.3	5.8
REFUSED	0	0	0	0	0	0	0	0.2	0	0	0	0.2
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1082	4300	129	939	235	2956	60	1042	5382	5382	1068	3191

--RESPONSES

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
 Q657 - DEFENDING YOUR COUNTRY?

	-----MARKET-----						-----MARKET-----																	
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
--RESPONSES																								
AIR FORCE	12.2	10.3		10.5	10.8		9.5	9.0		14.5	10.7		10.7	10.7		10.7	11.5		9.1		10.9		10.9	
ARMY	44.5	42.9		34.0	35.1		61.2	57.1		45.4	51.0		43.3	43.3		43.3	35.0		57.4		50.7		50.7	
MARINES	35.3	34.2		35.2	41.0		17.4	20.3		20.4	24.7		34.4	34.4		34.4	40.0		20.0		24.8		24.8	
NAVY	5.0	6.2		9.2	0.8		9.0	7.2		12.1	0.4		0.1	0.1		0.1	7.1		7.3		6.7		6.7	
NONE	1.3	5.4		4.4	4.5		2.1	4.8		0	5.5		4.5	4.5		4.5	4.5		4.6		5.2		5.2	
DONT KNOW	0.9	1.0		0.7	1.0		0.0	1.6		1.6	1.7		1.0	1.0		1.0	1.0		1.0		1.7		1.7	
--TOTAL--	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0		100.0		100.0	
--COUNT--	1002	4300		129	939		235	2958		60	1042		5382	5382		5382	1000		3191		1102		1102	

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q858 - WORKING IN A HIGH-TECHNOLOGY ENVIRONMENT?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
AIR FORCE	60.6	61.4	59.9	64.5	53.3	55.0	67.5	55.8	61.2	64.0	55.5	58.4
ARMY	15.1	11.4	9.6	9.4	14.6	12.0	8.7	11.0	12.1	9.4	12.2	10.8
MARINES	6.3	6.7	10.9	5.5	12.7	9.9	9.0	8.0	6.6	6.1	10.1	8.1
NAVY	16.1	14.6	15.2	16.5	13.7	15.9	11.1	17.7	14.9	16.4	15.7	17.4
NONE	0.9	4.4	4.4	3.1	2.5	4.7	2.1	5.3	3.7	3.3	4.6	5.1
DONT KNOW	1.0	1.5	0	0.9	3.1	1.9	1.0	2.2	1.4	0.8	2.0	2.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2950	60	1042	5382	1068	3191	1102

--RESPONSES

WHICH SERVICE DO YOU THINK OF FIRST WHEN I MENTION...
Q859 - WORK IN OR NEAR A COMBAT ZONE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)	OLDER MALES TOTAL (PCT)
AIR FORCE	5.6	4.8	9.4	3.9	8.7	6.6	4.8	6.8	5.0	4.5	6.8	6.7
	44.3	44.2	38.1	43.5	58.2	54.5	54.5	57.7	44.2	42.9	54.7	57.5
MARINES	40.9	38.6	39.4	41.7	16.1	23.0	25.0	22.2	39.1	41.4	22.4	22.3
NAVY	6.0	6.6	9.8	5.9	10.6	8.8	13.2	6.5	6.5	6.4	8.9	6.9
NONE	1.7	4.4	2.5	3.6	2.0	5.0	1.0	4.8	3.9	3.5	4.8	4.6
DONT KNOW	1.5	1.3	0.8	1.4	4.3	2.2	1.6	1.9	1.4	1.3	2.4	1.8
REFUSED	0	0	0	0	0	0	0	0.1	0	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1088	3191	1102

Q002 - HAS A GOOD FRIEND/RELATIVE JOINED THE SERVICE IN LAST 6 MONTHS?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS	NEG	PROP	PROP	(PCT)	POS	NEG	PROP	PROP	(PCT)	POS	NEG	PROP	PROP	(PCT)	POS	NEG	PROP	PROP	(PCT)
TOTAL					TOTAL					TOTAL					TOTAL				
(PCT)					(PCT)					(PCT)					(PCT)				
49.0	39.0	37.1	20.5	46.6	40.0	33.2	23.0	41.5	22.4	40.5	23.0	49.7	00.1	62.9	79.4	53.1	59.0	77.5	59.3
1.4	0.2	0	0.1	0.4	0.2	0	0.1	0.5	0.1	0.2	0.1	1.4	0.2	0	0.1	0.2	0.1	0.1	0.1
0	0.0	0	0	0	0	0	0	0	0	0	0	0	0.0	0	0	0	0	0	0.1
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1002	4300	120	939	235	2950	00	1042	5302	1000	3191	1102								

--RESPONSES

Q003 - WITHIN PAST YEAR, HAVE YOU DISCUSSED SERVING IN THE MILITARY WITH ANYONE?

---MARKET---										---MARKET---									
YOUNG MALES				YOUNG FEMALES				OLDER MALES		OLDER FEMALES		YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)	
--RESPONSES																			
YES		61.9	33.0	41.2	13.9	55.8	16.0	45.0	6.7	30.0	17.1	19.0	8.0						
NO		30.0	66.0	58.8	86.0	44.2	84.0	54.4	93.3	61.0	82.9	81.0	91.1						
DONT KNOW		0.1	0.2	0	0.1	0	0	0	0	0.2	0.1	0	0						
REFUSED		0	0	0	0	0	0	0	0.1	0	0	0	0.1						
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
--COUNT--		1002	4300	129	939	235	2950	60	1042	5302	1000	3191	1102						

Q684A - WITH WHOM DID YOU DISCUSS SERVING IN THE MILITARY?

-----MARKET-----

-----MARKET-----

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)				
FRIENDS	51.3	51.8		53.9	53.7		47.7	48.9		58.2	45.3		51.6	53.8		42.4	49.8							
MOTHER	35.7	33.3		25.9	18.1		44.4	37.5		21.4	15.1		34.1	28.2		39.8	18.9							
FATHER	36.7	35.5		25.9	19.6		38.4	34.3		18.7	18.8		35.9	21.4		34.8	18.8							
BROTHER/SISTER	13.6	8.5		15.6	15.7		18.3	15.4		11.5	27.8		18.1	15.7		15.6	22.6							
OTHER RELATIVE	16.5	9.4		25.7	7.3		16.5	7.1		8.5	18.8		11.7	12.4		9.2	9.5							
BOY/GIRL FRIEND/SPOUSE	5.5	3.3		22.2	11.2		12.8	9.8		31.8	13.1		4.8	14.2		18.3	18.2							
TEACHER	3.1	2.8		8	8		18.8	1.3		8	8		2.4	8		3.2	8							
SCHOOL COUNSELOR	3.2	4.3		1.1	8		2.8	3.7		8	2.8		4.8	8.3		3.5	1.9							
RECRUITER	23.4	27.6		15.8	24.8		17.6	22.1		38.1	18.9		28.3	21.7		21.1	22.4							
COWORKER	8.7	8.7		5.5	1.8		8.7	8.3		2.1	2.2		8.7	2.8		8.3	2.2							
EMPLOYER	8.9	8.5		2.1	8.8		1.3	8		8	8		8.8	1.8		8.3	8							

--RESPONSES

-----QUESTION PERMITTED AS MANY AS 11 RESPONSES-----

--TOTAL--

--COUNT-- 665 1433 53 131 138 465 28 74 2898 184 595 182

Q88481 - (IF MENTIONED IN Q884A)....
 IS YOUR FRIEND CURRENTLY SERVING ON ACTIVE DUTY?

-----MARKET-----										-----MARKET-----																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(P

--RESPONSES

YES

NO

--TOTAL--

--COUNT--

(IF MENTIONED IN Q084A)...

-----MARKET-----

Q084B3 -IS YOUR FATHER CURRENTLY SERVING ON ACTIVE DUTY?
(IF MENTIONED IN Q084A)...

-----MARKET-----										-----MARKET-----																													
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES					YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		TOTAL	(PCT)		TOTAL	(PCT)	TOTAL	(PCT)		TOTAL	(PCT)		TOTAL	(PCT)		TOTAL	(PCT)				
3.0	4.3				0	0	0	0		10.5	10.5	0	0		0	0	0	0		3.9	0		10.5	0	0	0		0	0		0	0		0	0				
96.8	95.4	100.0	100.0		100.0	100.0	89.5	89.5		89.5	89.5	100.0	100.0		100.0	100.0	95.8	95.8		95.8	100.0		89.5	100.0	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0				
0.2	0.3	0	0		0	0	0	0		0	0	0	0		0	0	0.3	0.3		0.3	0		0	0	0	0		0	0		0	0		0	0				
100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0				
241	505	12	27		44	147	0	14		746	39	191	20																										

--RESPONSES

Q684B4 - IS YOUR BROTHER/SISTER CURRENTLY SERVING ON ACTIVE DUTY?
(IF MENTIONED IN Q684A)...

-----MARKET-----										-----MARKET-----										
YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES		
POS	NEG		POS	NEG		POS	NEG		POS	NEG		TOTAL	TOTAL		TOTAL	TOTAL		TOTAL	TOTAL	
PROP	PROP	(PCT)	PROP	PROP	(PCT)	PROP	PROP	(PCT)	PROP	PROP	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
25.5	42.3		0	41.0		33.7	49.4		64.6	56.5		35.1	29.7		45.7	57.7				
72.2	55.5	100.0	59.0	50.0		66.3	50.0		35.4	43.5		62.7	70.3		54.3	42.3				
2.2	2.2		0	0		0	0		0	0		2.2	0		0	0				
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
87	117		7	19		24	68		5	21		204	26		92	26				

--RESPONSES

Q68486 - IS YOUR SPOUSE/BOY/GIRL FRIEND CURRENTLY SERVING ON ACTIVE DUTY?
(IF MENTIONED IN Q684A)...

		-----MARKET-----										-----MARKET-----									
		YOUNG MALES				OLD MALES				YOUNG FEMALES				OLD FEMALES				YOUNG MALES			
		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG	
		PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)
YES		2.7	1.0	0	0	0	0	50.7	43.1	8.2	30.4	1.0	0	45.1	19.0						
NO		93.5	99.0	100.0	100.0	49.3	50.9	91.0	69.0	96.5	100.0	54.9	80.4								
DONT KNOW		3.0	0	0	0	0	0	0	0	1.7	0	0	0								
--TOTAL--		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
--COUNT--		36	50	10	13	15	52	10	11	80	23	67	21								

--RESPONSES

Q690 -IF A FRIEND ASKED ADVICE ABOUT SEEING A MILITARY RECRUITER
WOULD YOU SAY IT WAS...

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
WASTE OF TIME	3.0	9.4	3.9	9.6	2.0	7.0	0	7.1	0.1	8.9	0.7	6.7
UP TO HIM/HER	39.2	59.4	40.7	60.9	30.6	64.4	34.1	62.3	55.4	58.6	61.8	60.7
GOOD IDEA	57.2	30.7	55.3	29.0	66.0	28.3	65.9	29.9	36.0	32.0	31.2	31.9
DONT KNOW	6.6	6.4	0	0.6	0.7	0.3	0	0.6	0.5	0.6	0.3	0.6
REFUSED	0	0.1	0	0.1	0	0	0	0.2	0.1	0.0	0	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	236	2060	00	1042	5382	1000	3191	1102

Q691 - HOW DO THOSE CLOSE TO YOU FEEL ABOUT YOUR SERVING IN THE ACTIVE MILITARY?
WOULD YOU SAY THAT MOST OF THEM ARE...?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
VERY FAVORABLE	21.4	8.9	26.1	5.4	24.3	6.6	16.1	4.6	11.4	7.7	8.1	4.7
SOMEWHAT FAVORABLE	41.2	26.7	32.6	22.9	42.3	19.5	27.0	17.1	29.6	24.6	21.3	17.7
NEITHER	17.3	31.3	14.9	33.2	12.6	32.3	24.1	24.6	28.4	31.1	36.8	24.6
SOMEWHAT UNFAVORABLE	11.2	16.9	17.7	17.9	16.9	16.5	13.8	17.7	15.7	17.6	17.9	17.5
VERY UNFAVORABLE	7.6	15.1	8.6	19.2	16.5	21.6	17.1	35.8	13.6	17.9	26.9	34.7
DONT KNOW	1.2	1.2	1.4	1.4	6	1.1	1.2	6.7	1.2	1.4	1.1	6.8
REFUSED	6.1	6.6	6	6.1	6	6	6	6.1	6.6	6.1	6	6.1
--TOTAL--	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6	166.6
--COUNT--	1692	4366	129	939	235	266	66	1642	5382	1666	3191	1162

--RESPONSES

Q692 - HOW DO YOU FEEL ABOUT SERVING IN THE ACTIVE MILITARY?
ARE YOU...?

-----MARKET-----

	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)			

--RESPONSES

VERY FAVORABLE	31.3	0.4	31.2	4.0	31.9	3.0	19.7	3.0	13.0	7.0	5.7	4.5
SOMEWHAT FAVORABLE	43.2	22.0	43.7	17.0	47.0	15.0	40.0	11.4	26.0	20.7	10.2	13.4
NEITHER	13.0	10.4	12.3	19.2	0.1	17.0	0.0	15.5	10.3	10.4	10.9	15.1
SOMEWHAT UNFAVORABLE	7.0	21.7	0.5	22.5	0.5	21.2	17.4	20.7	10.0	20.7	20.1	20.5
VERY UNFAVORABLE	3.7	27.2	5.0	35.3	0.1	41.0	0.1	40.0	22.5	31.0	30.9	40.3
DONT KNOW	0.3	0.3	1.3	0.4	0.4	0.2	0	0.1	0.3	0.5	0.2	0.1
REFUSED	0.1	0.1	0	0	0	0	0	0.1	0.1	0	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1002	4300	120	939	235	2050	60	1042	6302	1000	3101	1102

Q690 - HAVE YOU EVER TAKEN A COLLEGE ENTRANCE EXAM (PSAT,SAT,ACT)?

-----MARKET----- MARKET-----

	YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
	POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG		POS		NEG					
	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)				
YES	33.9		48.6		30.8		43.2		35.6		52.3		34.6		48.2		45.6		41.8		51.8		47.6		51.8		47.6					
NO	66.0		51.4		68.7		56.4		64.1		47.5		65.4		51.5		54.3		57.8		48.8		52.3		48.8		52.3					
DONT KNOW	0.1		0.2		0.5		0.4		0		0.2		0		0.2		0.2		0.4		0.2		0.2		0.2		0.2					
REFUSED	0		0		0		0		0.4		0		0		0.1		0		0		0.0		0.1		0.0		0.1					
--TOTAL--	100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0		100.0					
--COUNT--	1082		4300		129		939		235		2950		60		1042		5302		1000		3191		1102		3191		1102					

--RESPONSES

Q699 - (IF Q698=NO), DO YOU PLAN TO TAKE A COLLEGE ENTRANCE EXAM?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)		POS	NEG	PROP	(PCT)	
PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP		PROP	PROP	PROP	PROP	
(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)	
TOTAL					TOTAL					TOTAL					TOTAL				
(PCT)					(PCT)					(PCT)					(PCT)				
76.7	65.5	62.7	34.5	83.8	68.3	78.7	42.5	68.3	69.9	44.5									
21.1	31.9	35.7	62.7	12.9	28.4	28.8	53.6	29.2	26.9	51.9									
2.2	2.6	1.7	2.6	2.7	3.2	1.3	3.7	2.5	3.2	3.5									
0	0	0	0.2	0.7	0	0	0.2	0	0.1	0.2									
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
695	2189	83	528	146	1403	38	527	2884	611	1549									

--RESPONSES

Q700 - WHAT GRADES DO/DID YOU USUALLY GET IN HIGH SCHOOL?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)	PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
MOSTLY A'S	3.1	6.1		0	3.8	7.6	8.0	3.0	6.9	5.5	3.4	8.0
A'S & B'S	13.9	20.0	13.1	11.1	24.3	20.0	26.6	24.3	19.6	11.3	20.3	24.4
MOSTLY B'S	19.9	21.6	22.0	21.0	18.0	25.3	22.0	20.4	21.3	21.0	24.0	26.1
B'S & C'S	30.9	28.9	26.1	33.7	34.1	25.4	27.6	28.7	30.9	32.9	26.0	28.7
MOSTLY C'S	10.7	15.9	29.3	21.5	11.3	10.0	20.1	9.7	10.0	22.3	10.1	10.3
C'S & D'S	6.6	5.3	5.4	6.9	2.6	2.0	0	3.2	5.5	6.7	2.1	3.0
D'S & F'S	0.3	0.8	3.3	1.1	0.9	0.3	0	0.4	0.7	1.4	0.3	0.4
DONT KNOW	0.4	0.4	0.7	0.1	0	0.2	1.0	0.2	0.4	0.1	0.2	0.2
REFUSED	0.0	0.1	0	0	0.4	0.1	0	0.2	0.1	0	0.1	0.2
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	4271	123	927	234	2937	59	1023	5338	1050	3171	1002

Q701 - WAS/IS YOUR HIGH SCHOOL PROGRAM...

	---MARKET---						---MARKET---																	
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		TOTAL (PCT)	TOTAL (PCT)		TOTAL (PCT)	TOTAL (PCT)		TOTAL (PCT)	TOTAL (PCT)		TOTAL (PCT)	TOTAL (PCT)	
---RESPONSES																								
COLLEGE PREP	61.6	73.6		47.9	63.7		58.8	73.3		58.8	63.3		71.2	62.6		72.2	62.5							
BUSINESS	7.2	6.6		13.8	7.2		15.4	12.8		14.4	18.6		6.2	7.9		13.6	18.4							
VOC/TECH	28.3	18.9		37.6	27.4		23.4	12.6		35.6	16.3		26.8	28.5		12.9	17.4							
DONT KNOW	2.7	1.5		6.6	1.7		1.9	1.8		6	1.7		1.7	1.6		1.8	1.6							
REFUSED	6.2	6.6		6	6		6.4	6.6		6	6.1		6.1	6		6.1	6.1							
--TOTAL--	100.6	100.6		100.6	100.6		100.6	100.6		100.6	100.6		100.6	100.6		100.6	100.6							
--COUNT--	1667	4271		123	927		234	2937		59	1623		5336	1656		3171	1662							

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q702 - ELEMENTARY ALGEBRA?

-----MARKET-----										-----MARKET-----					
YOUNG MALES				YOUNG FEMALES				YOUNG MALES				YOUNG FEMALES			
POS		NEG		POS		NEG		POS		NEG		POS		NEG	
PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)
74.2	82.2	64.9	76.1	73.7	83.6	74.4	77.4	80.6	74.9	82.3	77.3				
8.4	4.6	5.9	1.6	8.1	3.6	1.6	1.7	4.9	1.5	3.8	1.7				
17.1	13.4	28.6	22.9	17.2	13.4	24.6	26.6	14.1	23.6	13.7	20.7				
6.2	6.2	6.7	6	6.6	6.1	6	6.3	6.2	6.1	6.1	6.3				
6.1	6.2	6	6	6.4	6.6	6	6.1	6.2	6	6.1	6.1				
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
1067	4271	123	927	234	2037	69	1623	6338	1656	3171	1682				

-----MARKET-----										-----MARKET-----					
YOUNG MALES				YOUNG FEMALES				YOUNG MALES				YOUNG FEMALES			
POS		NEG		POS		NEG		POS		NEG		POS		NEG	
PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)
74.2	82.2	64.9	76.1	73.7	83.6	74.4	77.4	80.6	74.9	82.3	77.3				
8.4	4.6	5.9	1.6	8.1	3.6	1.6	1.7	4.9	1.5	3.8	1.7				
17.1	13.4	28.6	22.9	17.2	13.4	24.6	26.6	14.1	23.6	13.7	20.7				
6.2	6.2	6.7	6	6.6	6.1	6	6.3	6.2	6.1	6.1	6.3				
6.1	6.2	6	6	6.4	6.6	6	6.1	6.2	6	6.1	6.1				
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
1067	4271	123	927	234	2037	69	1623	6338	1656	3171	1682				

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q703 - PLANE GEOMETRY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES, TAKEN	47.8	63.5	48.3	58.7	54.1	66.7	54.6	47.7	66.4	56.7	69.2	48.1
YES, PLAN TO	10.7	8.4	9.2	1.3	13.1	6.7	1.5	2.5	16.1	2.2	7.2	2.5
NO	35.2	27.7	56.6	39.9	32.3	32.4	44.6	49.4	29.2	41.1	32.4	49.1
DONT KNOW	8.1	0.2	0	0	0	6.1	0	0.3	0.2	0	0.1	0.3
REFUSED	0.1	0.2	0	0	0.4	0.1	0	0.1	0.2	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	4271	123	927	234	2937	59	1023	5338	1050	3171	1082

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q764 - BUSINESS MATH?

-----MARKET-----										-----MARKET-----													
YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
POS	NEG		POS	NEG		POS	NEG		POS	NEG		TOTAL	MALES		TOTAL	MALES		TOTAL	YOUNG	OLDER	YOUNG	OLDER	
PROP	PROP		PROP	PROP		PROP	PROP		PROP	PROP		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	TOTAL	TOTAL	TOTAL	TOTAL	
(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	
--RESPONSES																							
YES, TAKEN	38.9	36.9	50.0	53.4	42.4	39.5	66.1	57.3	37.3	53.1	39.7	57.8											
YES, PLAN TO	11.4	8.4	5.9	2.4	16.7	7.9	3.6	2.9	9.6	2.7	8.6	2.9											
NO	49.2	54.2	43.3	44.2	40.4	52.4	29.3	39.4	53.2	44.1	51.4	38.9											
DONT KNOW	0.3	0.2	0	0	0	0.1	1.6	0.3	0.2	0	0.1	0.3											
REFUSED	0.1	0.3	0	0	0.4	0.1	0	0.1	0.3	0	0.1	0.1											
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0											
--COUNT--	1067	4271	123	927	234	2937	59	1023	5338	1050	3171	1082											

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q706 - COMPUTER SCIENCE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	OLDER MALES TOTAL (PCT)	YOUNG FEMALES TOTAL (PCT)
YES, TAKEN	26.5	34.1	12.4	17.4	28.9	28.8	19.2	13.9	32.6	10.8	28.8	14.2
YES, PLAN TO	16.1	11.4	6.9	3.4	18.6	9.5	4.5	6.6	12.4	3.8	10.2	5.9
NO	57.3	54.1	80.6	79.2	51.5	61.6	76.3	79.8	54.7	79.4	60.8	79.8
DONT KNOW	0.1	0.1	0	0	0.5	0.6	0	0.3	0.1	0	0.1	0.3
REFUSED	0.1	0.3	0	0	0.4	0.1	0	0.1	0.3	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	4271	123	927	234	2937	59	1023	5338	1058	3171	1082

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q706 - INTERMEDIATE ALGEBRA?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	YOUNG TOTAL (PCT)	OLDER TOTAL (PCT)	YOUNG TOTAL (PCT)
YES, TAKEN	42.0	54.0	40.1	46.5	43.7	50.9	31.4	44.1	44.1	51.0	45.8	50.3
YES, PLAN TO	15.3	9.3	9.8	2.3	17.9	8.5	8.9	3.3	3.3	10.5	3.1	9.2
NO	42.4	36.3	50.1	51.2	37.9	40.5	59.6	52.3	52.3	37.5	51.0	40.3
DONT KNOW	0.2	0.1	0	0	0	0.0	0	0.3	0.3	0.1	0	0.0
REFUSED	0.1	0.3	0	0	0.4	0.1	0	0.1	0.1	0.3	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	4271	123	927	234	2937	59	1023	5338	1050	3171	1082

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q707 - TRIGONOMETRY?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES, TAKEN	17.0	20.0	14.5	21.0	17.3	21.5	23.7	12.1	25.9	20.3	21.2	12.7
YES, PLAN TO	10.0	13.4	10.5	3.4	21.0	10.0	2.0	4.1	14.0	4.2	11.0	4.0
NO	65.3	58.2	75.0	75.4	61.3	67.5	74.3	83.4	59.7	75.4	67.0	82.9
DONT KNOW	0.3	0.1	0	0.1	0	0.1	0	0.3	0.2	0.1	0.1	0.3
REFUSED	0.1	0.3	0	0	0.4	0.1	0	0.1	0.3	0	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	4271	123	927	234	2037	59	1023	5330	1050	3171	1002

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q708 - CALCULUS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLD MALES			YOUNG FEMALES			OLD FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)
YES, TAKEN	7.0	11.0	10.0	9.0	9.0	5.3	10.7	9.9	8.0	5.0		
YES, PLAN TO	14.9	14.8	10.1	2.5	18.0	11.0	4.0	14.8	3.4	11.5	4.2	
NO	77.8	73.2	79.3	87.0	75.2	79.9	90.2	74.1	88.7	79.4	89.6	
DONT KNOW	0.2	0.1	0	0.1	0.2	0	0.4	0.2	0.1	0.2	0.3	
REFUSED	0.1	0.2	0	0	0.4	0.1	0	0.2	0	0.1	0.1	
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
--COUNT--	1067	4271	123	927	234	2937	59	1023	5336	1050	3171	1002

--RESPONSES

- HAVE YOU TAKEN/PLAN TO TAKE THIS COURSE IN HIGH SCHOOL:
Q789 - PHYSICS?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
YES, TAKEN	28.4	21.9	24.2	17.6	21.2	14.2	29.3	12.4
YES, PLAN TO	15.8	13.2	11.2	2.3	19.3	10.9	6.6	3.7
NO	63.5	64.4	64.6	80.7	59.1	74.8	64.1	83.5
DONT KNOW	0.2	0.2	0	0	0	0.1	0	0.4
REFUSED	0.1	0.3	0	0	0.4	0.1	0	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1067	4271	123	927	234	2937	59	1023
							1050	3171
								1062

Q710 - DOES/DID YOUR HS HAVE A COMPUTERIZED CAREER INFORMATION SYSTEM?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL PROP (PCT)	TOTAL PROP (PCT)
--RESPONSES								
YES	59.2	54.0	61.5	54.5	55.0	55.1		
NO	34.0	40.7	31.0	40.9	39.5	40.2		
DONT KNOW	6.0	5.2	6.2	4.5	5.3	4.7		
REFUSED	0	0.1	0.4	0	0.1	0.0		
--TOTAL-	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT-	1067	4271	234	2937	5308	3171		

Q711 - HAVE YOU USED THIS SYSTEM TO GET INFORMATION ON THE MILITARY?

	-----MARKET-----				-----MARKET-----			
	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS	NEG	POS	NEG	TOTAL	TOTAL	TOTAL	TOTAL
	PROP	PROP	PROP	PROP	(PCT)	(PCT)	(PCT)	(PCT)
	(PCT)	(PCT)	(PCT)	(PCT)				
YES	30.3	26.1	26.5	19.5	27.0	20.1		
NO	50.4	54.2	57.3	62.0	53.4	61.0		
DID NOT	19.0	19.1	15.3	18.0	19.1	17.7		
DONT KNOW	0.1	0.5	0.9	0.5	0.4	0.6		
REFUSED	0.2	0	0	0	0.0	0		
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0		
--COUNT--	632	2326	137	1550	2958	1693		

Q712 - DID COMPUTER INFO INCREASE YOUR INTEREST IN THE MILITARY?

-----MARKET-----

-----MARKET-----

	YOUNG MALES		YOUNG FEMALES		YOUNG MALES		YOUNG FEMALES	
	POS	NEG	POS	NEG	TOTAL	TOTAL	TOTAL	TOTAL
	PROP	PROP	PROP	PROP	(PCT)	(PCT)	(PCT)	(PCT)

--RESPONSES

YES	72.3	41.2	67.2	31.6	48.6	35.6
NO	26.8	58.8	32.8	68.4	51.1	64.4
DONT KNOW	0.9	0.1	0	0	0.3	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	188	600	36	297	788	333

Q713A - WHAT IS THE HIGHEST GRADE YOUR FATHER COMPLETED?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			YOUNG MALES			YOUNG FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
--RESPONSES												
7TH GRADE OR LESS	5.5	3.4	17.1	5.1	7.7	3.4	12.9	8.4	3.8	6.5	3.7	8.6
8TH GRADE	3.1	2.5	4.8	5.4	2.9	2.9	4.4	6.0	2.7	5.3	2.9	5.9
9TH GRADE	2.8	2.2	3.8	3.1	2.3	1.8	1.0	2.9	2.3	3.2	1.8	2.8
10TH GRADE	3.9	3.1	1.9	5.1	5.0	4.1	1.0	5.4	3.2	4.8	4.2	5.2
11TH GRADE	5.3	2.9	6.8	2.8	2.7	3.9	3.4	3.4	3.3	3.3	3.9	3.4
12TH GRADE	39.8	38.9	28.1	44.2	39.7	39.0	26.4	39.7	39.1	42.4	39.0	39.0
13TH	2.5	2.5	0	1.7	2.1	2.8	0	1.5	2.5	1.5	2.8	1.4
14TH	7.0	6.8	6.8	7.2	7.9	6.8	8.5	5.3	6.8	7.1	6.9	5.5
15TH	1.2	1.5	0.7	1.1	1.3	1.6	1.2	1.6	1.5	1.1	1.6	1.6
16TH COLLEGE SR	9.9	10.0	7.5	7.7	8.5	14.7	7.9	8.1	14.8	7.7	14.2	8.1
17TH, GRAD SCHOOL	0.8	0.7	0	0.5	0	0.8	0	0.7	0.7	0.4	0.8	0.6
18TH, GRAD SCHOOL	1.6	2.4	2.5	1.1	1.0	1.7	3.8	1.1	2.3	1.2	1.6	1.2
19TH, GRAD SCHOOL	0.2	1.0	0	0.2	0.8	0.5	0	0.4	0.9	0.2	0.5	0.4
20 OR MORE	1.1	3.6	0	1.1	0.6	3.0	0	1.7	3.1	1.0	2.9	1.6
DONT KNOW	15.0	11.7	20.0	13.1	16.7	12.4	29.6	13.3	12.3	13.9	12.7	14.2
REFUSED	0.2	0.9	0	0.4	0.9	0.5	0	0.5	0.8	0.4	0.6	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1068	3191	1102

Q7138 - WHAT IS THE HIGHEST GRADE YOUR MOTHER COMPLETED?

	MARKET-----				MARKET-----				MARKET-----			
	YOUNG MALES		OLD MALES		YOUNG FEMALES		OLD FEMALES		YOUNG MALES		OLD MALES	
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	TOTAL (PCT)	YOUNG TOTAL (PCT)	TOTAL (PCT)	YOUNG TOTAL (PCT)
--RESPONSES												
7TH GRADE OR LESS	3.7	2.4	16.2	2.8	5.1	2.3	13.0	5.6	2.6	4.3	2.6	6.0
8TH GRADE	1.7	1.4	3.5	3.1	3.4	2.1	2.5	4.7	1.4	3.1	2.2	4.0
9TH GRADE	3.0	1.5	0.7	2.2	4.2	1.9	1.2	2.9	1.8	2.1	2.0	2.8
10TH GRADE	4.8	3.4	2.7	5.1	5.0	4.3	7.1	6.2	3.7	4.8	4.3	6.2
11TH GRADE	6.4	3.1	7.6	3.6	7.4	5.2	6.2	6.1	3.7	4.1	5.3	6.1
12TH GRADE	46.6	48.5	39.9	55.9	41.4	47.8	41.9	50.3	48.1	54.1	47.3	49.8
13TH	2.6	3.1	2.8	1.8	6.0	3.2	1.6	3.2	3.0	1.9	3.4	3.1
14TH	7.9	8.8	4.0	5.1	7.6	9.2	5.0	6.6	8.7	5.0	9.1	6.5
15TH	1.5	1.9	0	2.1	2.8	2.1	0	0.5	1.8	1.9	2.1	0.4
16TH COLLEGE SR	9.0	12.2	7.3	5.9	5.4	11.3	8.1	3.8	12.3	6.1	10.9	4.0
17TH, GRAD SCHOOL	0.6	0.8	0	0.3	0	0.7	1.9	0.4	0.7	0.3	0.7	0.5
18TH, GRAD SCHOOL	1.5	1.8	0	0.8	0.5	1.1	0	0.5	1.7	0.7	1.1	0.5
19TH, GRAD SCHOOL	0	0.4	1.1	0.3	1.2	0.5	0	0.1	0.3	0.4	0.5	0.1
20 OR MORE	0.2	1.1	0	0.5	0.4	1.4	0	0.5	0.9	0.5	1.3	0.4
DONT KNOW	10.5	7.9	14.1	10.2	8.7	6.4	11.5	8.1	8.4	10.7	6.0	8.3
REFUSED	0.2	0.9	0	0.3	0.9	0.5	0	0.5	0.7	0.3	0.6	0.5
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2950	00	1042	5302	1000	3191	1102

Q713C - WHAT IS YOUR CURRENT MARITAL STATUS?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			YOUNG FEMALES			OLDER MALES			OLDER FEMALES		
	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)	POS PROP (PCT)	NEG PROP (PCT)
---RESPONSES												
MARRIED	3.1	3.2	28.9	34.6	8.1	11.6	27.1	58.4	3.2	33.9	10.8	56.7
WIDOWED	0.3	0.1	0	0.1	0	0.0	3.6	0.2	0.1	0.0	0.0	0.4
SEPARATED	0.1	0.0	0.0	1.1	0.9	0.6	5.0	2.3	0.0	1.1	0.7	2.5
DIVORCED	0.5	0.2	7.1	2.0	0.6	0.9	9.4	5.0	0.3	2.0	0.0	5.3
NEVER MARRIED	95.9	96.4	63.1	62.2	89.9	87.4	54.2	34.1	96.3	62.3	87.6	35.2
DONT KNOW	0	0.0	0	0	0	0.1	0	0	0.0	0	0.1	0
REFUSED	0	0.1	0	0.1	0.4	0.0	0	0	0.1	0.1	0.0	0
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	1082	4360	129	939	235	2956	60	1042	5302	1008	3191	1102

Q713D - HOW MANY DEPENDENTS DO YOU HAVE?

-----MARKET-----

-----MARKET-----

YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
POS	NEG		POS	NEG		POS	NEG		POS	NEG		POS	NEG		POS	NEG		POS	NEG		POS	NEG	
PROP	PROP		PROP	PROP		PROP	PROP		PROP	PROP		PROP	PROP		PROP	PROP		PROP	PROP		PROP	PROP	
(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)		(PCT)	(PCT)	

--RESPONSES

0	87.7	92.1	53.0	58.4	83.7	84.2	49.8	41.5	91.2	57.9	84.2	41.9
1	4.6	3.7	18.5	17.1	8.2	9.2	32.3	26.4	3.9	17.3	9.1	26.7
2	4.3	2.5	12.7	15.2	5.1	4.9	15.8	19.6	2.8	14.9	4.9	19.4
3	1.6	0.7	7.2	7.0	1.7	1.0	2.9	8.9	0.9	7.0	1.0	8.6
4	0.6	0.3	4.4	1.9	0.3	0.2	0	2.8	0.4	2.2	0.2	2.7
5	0.2	0.3	2.4	0.1	0	0.3	0	0.4	0.3	0.4	0.3	0.4
6	0.0	0.1	0.8	0	0	0.1	0	0.3	0.1	0.1	0.1	0.2
7	0.4	0	0	0.1	0	0	0	0.1	0.1	0.1	0	0.1
8	0.2	0.1	0	0	0	0	0	0	0.1	0	0	0
9	0.1	0	0	0	0	0	0	0	0.0	0	0	0
10	0.3	0.0	0.5	0	0.5	0	0	0	0.1	0.1	0.0	0
REFUSED	0.2	0.3	0	0.1	0.4	0.1	0	0	0.2	0.1	0.1	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4380	129	939	235	2956	60	1042	5382	1000	3191	1102

-----MARKET-----

333

Q713F - HOW MANY SISTERS DO YOU HAVE?

-----MARKET-----										-----MARKET-----									
YOUNG MALES					OLDER MALES					YOUNG FEMALES					OLDER FEMALES				
POS	NEG				POS	NEG				POS	NEG				POS	NEG			
PROP	PROP	(PCT)			PROP	PROP	(PCT)			PROP	PROP	(PCT)			PROP	PROP	(PCT)		
(PCT)	(PCT)				(PCT)	(PCT)				(PCT)	(PCT)				(PCT)	(PCT)			
21.9	28.2				8.8	21.7				19.4	27.8				13.6	19.2			
33.9	36.2				28.3	38.9				38.4	34.5				18.1	31.9			
28.3	19.4				31.2	23.2				28.9	18.9				44.4	21.9			
18.5	8.5				18.8	12.3				15.1	9.8				13.1	12.3			
8.5	3.8				9.9	6.2				8.8	4.6				6.8	6.9			
2.7	1.7				5.7	3.4				2.3	2.1				8	4.8			
2.8	8.9				8.8	8.6				8.7	1.5				8	1.6			
1.7	8.7				5.2	1.4				1.8	1.2				3.8	1.5			
8.2	8				8	8.1				8.9	8.1				8.9	8.4			
8	8.8				8	8				8	8.1				8	8			
8.2	8.3				8	8.2				8.4	8.2				8	8.2			
188.8	188.8				188.8	188.8				188.8	188.8				188.8	188.8			
1882	4388				129	939				235	2958				88	1842			

-----MARKET-----

341

Q713G3 - DOES/DO YOUR BROTHER(S) LIVE WITH YOU?

-----MARKET-----

-----MARKET-----

YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES			YOUNG MALES		OLDER MALES		YOUNG FEMALES		OLDER FEMALES	
POS	NEG	TOTAL	POS	NEG	TOTAL	POS	NEG	TOTAL	POS	NEG	TOTAL	TOTAL	POS	NEG	TOTAL	TOTAL	POS	NEG	TOTAL
(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)

--RESPONSES

YES	49.1	48.4	23.2	22.2	50.3	43.3	23.1	12.3	48.6	22.3	43.9	13.3
NO	50.7	51.4	76.8	77.6	49.3	56.6	76.9	87.2	51.3	77.5	56.0	86.6
REFUSED	0.2	0.1	0	0.1	0.4	0.1	0	0.1	0.2	0.1	0.1	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1000	3191	1102

Q713G4 - DOES/DO YOUR SISTER(S) LIVE WITH YOU?

-----MARKET-----										-----MARKET-----																					
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES				YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)		POS PROP (PCT)		NEG PROP (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)		TOTAL (PCT)					
45.3	43.3			31.5	16.8			62.7	39.1			17.6	12.6			43.7	18.5			40.1	12.9			59.7	87.6						
54.5	56.6			68.5	83.6			46.9	60.8			82.4	87.3			56.2	81.4			59.7	87.6			59.7	87.6						
0.2	0.1			0	0.1			0.4	0.1			0	0.1			0.2	0.1			0.1	0.1			0.1	0.1						
100.0	100.0			100.0	100.0			100.0	100.0			100.0	100.0			100.0	100.0			100.0	100.0			100.0	100.0						
--RESPONSES																															
YES																															
NO																															
REFUSED																															
--TOTAL--																															
--COUNT--																															

--RESPONSES

-----MARKET-----

MARKET-----

-----MARKET-----

yes

22

---TOTAL---

--COUNT--

345

Q713G6 - DO YOUR CHILDREN LIVE WITH YOU?

-----MARKET-----												-----MARKET-----			
YOUNG MALES				OLDER MALES				YOUNG FEMALES				OLDER FEMALES			
	POS		NEG	POS		NEG	POS		NEG	POS		NEG	POS		NEG
	PROP	(PCT)	PROP	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)
YES	4.1	2.5	20.5	21.8	10.0	11.4	51.6	51.6	2.9	21.0	11.3	51.0			
NO	95.7	97.5	79.5	78.1	89.5	88.5	48.4	48.3	97.1	78.2	88.0	48.3			
REFUSED	0.2	0.1	0	0.1	0.4	0.1	0	0.1	0.1	0.1	0.1	0.1			
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
--COUNT--	1082	4300	129	939	235	2060	60	1042	5382	1000	3191	1102			

-----MARKET-----

YES	14.9	8.6	16.8	5.4	13.2	8.9	14.1	5.3	9.9	6.7	9.2	5.8
NO	84.8	91.3	83.2	94.4	86.3	90.9	85.9	94.6	90.0	93.1	90.6	94.2
REFUSED	0.2	0.1	0	0.1	0.4	0.2	0	0.1	0.1	0.1	0.2	0.1
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1008	3191	1102

Q71308 - DO ANY NON-RELATIVES LIVE WITH YOU?

-----MARKET-----

	YOUNG MALES				OLD MALES				YOUNG FEMALES				OLD FEMALES				YOUNG MALES		OLD MALES		YOUNG FEMALES		OLD FEMALES	
	POS		NEG		POS		NEG		POS		NEG		POS		NEG		TOTAL		TOTAL		TOTAL		TOTAL	
	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	PROP	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)	(PCT)
YES	7.6	6.2	16.6	12.3	5.6	7.9	18.1	10.4	6.4	12.8	7.7	10.8												
NO	92.8	93.7	83.2	87.5	94.6	91.9	81.9	89.6	93.5	87.0	92.1	89.1												
REFUSED	0.2	0.1	0	0.1	0.4	0.2	0	0.1	0.1	0.1	0.2	0.1												
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0												
--COUNT--	1082	4366	129	939	235	2956	66	1042	5382	1068	3191	1102												

--RESPONSES

Q713H - DO YOU LIVE ALONE?

	-----MARKET-----						-----MARKET-----					
	YOUNG MALES			OLDER MALES			YOUNG FEMALES			OLDER FEMALES		
	POS (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)		POS PROP (PCT)	NEG PROP (PCT)	
YES	92.3	74.6	72.0	90.8	75.8	75.5	100.0	96.7	76.4	89.4	75.6	96.8
NO	7.7	25.4	28.0	9.2	24.2	24.5	0	3.3	23.6	10.6	24.4	3.2
---TOTAL---	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
---COUNT---	11	89	9	96	4	36	1	54	100	105	40	55

--RESPONSES

-----MARKET-----

---RESPONSES

-----MARKET-----

	12.7	7.5	23.2	6.6	10.7	8.1	15.3	8.9	8.5	8.5	8.3	9.2
HISPANIC												
NOT HISPANIC	86.9	92.2	76.8	93.2	88.9	91.7	84.7	91.0	91.2	91.3	91.5	90.6
DONT KNOW	0.2	0.1	0	0	0	0.2	0	0.2	0.1	0	0.2	0.1
REFUSED	0.2	0.2	0	0.2	0.4	0	0	0	0.2	0.2	0.0	0
--TOTAL--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
--COUNT--	1082	4300	129	939	235	2956	60	1042	5382	1008	3191	1102

Appendix A

Cross Reference - 1986, 1985, 1984, and 1983 YATS Questionnaires

Cross Reference

1983-1986 YATS II Questionnaires

Question Number				Comments*
1986	1985	1984	1983	
401	401	401	A1	Same
402	402	402	A2	Same
403	403	403	A3	Same
404	404	404	A4	Reworded in 1984. Response categories added in 1986
--	--	--	A5/A6	Dropped in 1984
405	405	405	A7	Same
406	406	406	--	Added in 1984
407	407	407	A11	Same
408A	408	408	A12	Same
408B	--	--	--	Added in 1986
408C	--	--	A13	Dropped in 1984. Reworded and added in 1986
409A	409	409	A14	Same
409B	--	--	--	Added in 1986
410A	410A	410A	--	Added in 1984
410B	410B	410B	A8	Reworded in 1984
411	411	411	A9	Same
412-414	412-414	412-414	--	Added in 1984
415	415	415	A10	Reworded in 1984
--	--	--	A15-A16	Dropped in 1984
416	416	416	A17	Same
417	417	417	A18	Reworded in 1984
--	--	418	--	Added in 1984. Dropped in 1985
419	419	419	A19	Same
--	--	420	A20	Same. Dropped in 1985
--	--	421	A21	Same. Dropped in 1985
422A	422	422	A22	Reworded in 1984
422B	--	--	--	Added in 1986
--	--	423		Added in 1984. Dropped in 1985
424B	424	424	A23	Same
--	425	425	A24	Same. Dropped in 1986

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference
1983-1986 YATS II Questionnaires
(continued)

Question Number				Comments*
<u>1986</u>	<u>1985</u>	<u>1984</u>	<u>1983</u>	
--	--	426/427	A26	Reworded in 1984. Dropped in 1985
--	--	428	A25	Same. Dropped in 1985
--	--	429	A27	Same; Dropped in 1985
--	--	--	A28	Dropped in 1984
--	--	--	A29	Dropped in 1984
430	430	430	A30	Same
--	--	--	A31-A34	Dropped in 1984
431	431	431	A35	Reworded in 1984
--	432	432	A36	Same. Dropped in 1986
--	--	433	A37	Same; Dropped in 1985
434	434	434	A38	Reworded in 1984
435	435	435	A39	Probe added in 1984
436	436	436	A40	Same
437	437	437	A41	Same
438	438	438	A42	Same
--	439	439	A43	Same. Dropped in 1986
440	440	440	A44	Same
441	441	441	A45	Same
442	442	442	A46	Same
443	443	443	A47	Same
444-500	444-500	444-500	--	Not used
501	501	501	B1	Same
502	502	502	B2	Same
503	503	503	B3	Same
504	504	504	B4	Same
505	505	505	B5	Same
506	506	506	B6	Same
507	507	507	B7	Same
508	508	508	B8	Same
509	509	509	B9	Same

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1986 YATS II Questionnaires (continued)

Question Number				Comments*
1986	1985	1984	1983	
510	510	510	B10	Same
511	511	511	B11	Same
512	512	512	B12	Same
513	513	513	B13	Same
514	514	514	B14	Same
515	515	515	B15	Same
516	516	516	--	Added in 1984
517	517	517	--	Added in 1984
518	518	518	--	Not used in 1984 or 1985. Added in 1986
519	519	519	--	Not used
520	520	520	B16	Same
521	521	521	B17	Same
--	--	--	B18	Dropped in 1984
522	522	522	B19	Same
--	523	523	--	Added in 1984. Dropped in 1986
--	524	524	--	Added in 1984. Dropped in 1986
525	525	525	--	Not used in 1984 or 1985. Added in 1986
526-550	526-550	526-550	--	Not used
--	--	--	B20-B34	Dropped in 1984
--	551-553	551-553	B37	Same. Dropped in 1986.
554	554	554	B38	Same. Amount updated in 1986
--	555-558	555-558	B39-B42	Split sample with 559-562 in 1983-1985. Dropped in 1986
559/562	559/562	--	--	Added in 1984. Split sample with 555-558 in 1984-1985.
559	559	559	--	Reworded & not split sampled in 1986
560	560	560	--	Same. Not split sampled in 1986
561	561	561	--	Same. Not split sampled in 1986
--	562	562	--	Same. Dropped in 1986
563	563	563	--	Not used in 1984 or 1985. Added in 1986
564-570	564-570	564-570	--	Not used.
--	--	--	C1-C32	Dropped in 1984

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1986 YATS II Questionnaires (continued)

Question Number				Comments*
1986	1985	1984	1983	
571	571	571	C33	Same. Reworded in 1986
572	572	572	C34	Same. Reworded in 1986
573	573	573	C35	Same. Reworded in 1986
--	--	--	C36	Dropped in 1984
574	574	574	C37	Same. Reworded in 1986
575	575	575	C38	Same. Reworded in 1986
576	576	576	C39	Same
577	577	577	C40	Same
578A	578	578	C41	Same
578B	--	--	--	Added in 1986
--	--	--	C42	Dropped in 1984
579	579	579	C43	Amount updated in 1984. Service time updated in 1986
580	580	580	C44	Amount updated in 1984. Service time updated in 1986
581	581	581	C45	Amount updated in 1984. Service time updated in 1986
582	582	582	C49	Same
583	583	583	C50	Same. Dropped in 1986
--	--	584	C51	Same. Dropped in 1985
--	--	585	C46	Amount updated in 1984. Dropped in 1985
--	--	586	C47	Amount updated in 1984. Dropped in 1985
--	--	587	C48	Amount updated in 1984. Dropped in 1985
--	--	588	C52	Split sample test in 1984. Dropped in 1985
--	--	589	C53	Same. Dropped in 1985
590-600	590-600	590-600	--	Not used
601	601	601	D1	Same. Reworded in 1986
602-608	602-608	602-608	D2	Same
609A	609A	609A	D3	Same
609B	609B	609B	--	Added in 1984

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1986 YATS II Questionnaires (continued)

Question Number				Comments*
1986	1985	1984	1983	
610	610	610	D4	Same
611	611	611	D5	Same
612	612	612	D6	Same
--	613	613	--	Added in 1984. Dropped in 1986
613A	613A	--	--	Added in 1985
614	614	614	D7	Same
615A	615	615	D8	Same
615B	--	--	--	Added in 1986
616	616	616	D9	Same
617	617	617	D10	Same
618	618	618	D11	Same. Reworded in 1985
619	619	619	D12	Same. Reworded in 1985
620	620	620	D13	Same. Reworded in 1985
621	621	621	D14	Same. Reworded in 1985
622	622	622	D15	Same. Reworded in 1985
623	623	623	D16	Same. Reworded in 1985
--	--	624	D17	Same. Dropped in 1985
625	625	625	D18	Same. Reworded in 1985
626	626	626	D19	Same. Reworded in 1985
--	--	627	D20	Same. Dropped in 1985
627	--	--	--	New item added in 1986
628	628	628	D21	Same
629	629	629	D22	Same. Reworded in 1986
630	630	630	D23	Same. Reworded in 1985
631	631	631	D24	Same
632A	632	632	D25	Reworded in 1984
632B	--	--	--	Added in 1986
--	--	--2	D26	Dropped in 1984
--	--	--	D27	Dropped in 1984
633	633	633	D28	Same
634	634	634	D29	Same
635A	635	635	D30	Reworded in 1984
635B	--	--	--	Added in 1986

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" Followed by a Comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year of the year noted.

Cross Reference

1983-1986 YATS II Questionnaires (continued)

Question Number				Comments*
1986	1985	1984	1983	
--	--	--	D31	Dropped in 1984
--	--	--	D32	Dropped in 1984
636	636	636	D33	Same
637	637	637	D34	Same
638A	638	638	D35	Reworded in 1984
638B	--	--	--	Added in 1986
--	--	--	D36	Dropped in 1984
--	--	--	D37	Dropped in 1984
639	639	639	D38	Reworded in 1984
640	640	640	D39	Same
641A	641	641	D40	Reworded in 1984
641B	--	--	--	Added in 1986
--	--	--	D41	Dropped in 1984
--	--	--	D42	Dropped in 1984
642	642	642	D43	Same
--	--	643	D44	Dropped in 1985
--	644	644	D45	Same. Dropped in 1986
645	645	645	D46	Reworded in 1984
--	--	--	D47	Dropped in 1984
646	646	646	D48	Reworded in 1984
647	647	647	--	Added in 1984. Dropped in 1986
--	--	648	--	Added in 1984. Dropped in 1985
--	649-678	649-678	--	Added in 1984
650-659	650-659	650-659	--	Added in 1984. Different series substituted in 1986
--	660-678	660-678	--	Added in 1984. Dropped in 1986
--	--	679	D49	Same. Dropped in 1985
--	--	680	D50	Reworded & split sampled in 1984. Dropped in 1985
--	--	681	D51	Reworded & split sampled in 1984. Dropped in 1985
--	--	--	D52-D58	Dropped in 1984
682	682	682	--	Added in 1984

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Cross Reference

1983-1986 YATS II Questionnaires (continued)

Question Number				Comments*
1986	1985	1984	1983	
683	683	683	D59	Reworded in 1984
684A	684/688/ 689	684/688/ 689	D60/D62/ D63	Collapased into item in 1986
685B1- 685B6	--	--	--	Added in 1986
--	685-687	685-687	D61	Same. Dropped in 1986
--	688-689	688-689	D62	Same. Combined into 684A in 1986
690	690	690	D63	Same
691	691	691	--	Added in 1984
692	692	692	--	Added in 1984
--	--	--	D65-D67	Dropped in 1984
--	--	695	D69	Same. Dropped in 1985
--	--	696	--	Added in 1984. Dropped in 1985
--	--	697	D79	Reworded in 1984. Dropped in 1985
698	698	698	D70	Same
699	699	699	D71	Same
700	700	700	D72	Same
701	701	701	D73	Same
702-709	702-709	702-709	D74	Same
710-712	710-712	710-712	--	Added in 1984
713A	713F	713F	D75	Same
--	--	--	D76	Dropped in 1984
713B	713	713M	D77	Same
713C	693	693	D64	Same. Reworded in 1986
713D	694	694	D68	Same. Reworded in 1986
713E	--	--	--	Added in 1986
713F	--	--	--	Added in 1986
713G1-G8	--	--	--	Added in 1986
713H	--	--	--	Added in 1986
--	--	--	D78	Dropped in 1984
714	714	714	D80	Same
715	715	715	D81	Same
--	--	--	D81A1	Added in 1983. Dropped in 1984
--	--	--	D81A2	Added in 1983. Dropped in 1984
716	716	716	D82	Same
717	717	717	D83	Same
--	--	718	--	Added in 1984. Dropped in 1985

*"Same" without additional comment indicates the question wording was the same for all four years. "Same" followed by a comment applicable to 1985 or 1986 indicates that question wording was the same for 1983 until the year noted.

Appendix B

1986 YATS II Questionnaire

RTI/232U-3624/02-02D

August 22, 1986

Youth Attitude Tracking Study II
1986

SURVEY QUESTIONNAIRE

OMB # 0704-0069
Expires 30 Sep 1989

Contract MDA903-86-C-0066
Expiration Date: 4/1/87

Questionnaire Section A -- Education and Employment Items

401 I would like to speak with (NAME). IS (he/she) available?

- 1 = PERSON AVAILABLE
- 2 = PERSON NOT AVAILABLE + [SKIP TO CALL BACK SCREEN]
- 3 = REFUSAL - PERSON REFUSES TO GET ELIGIBLE PERSON TO
PHONE + [SKIP TO CONVERSION SCREEN]
- 4 = REFUSAL OF ELIGIBLE PERSON + [SKIP TO TERMINATION]

(Hello, my name is _____. I am calling from the (Research Triangle Institute/Amrignon), a private research organization in (North Carolina/Michigan).)

We are conducting a study to help the Federal government learn more about the career and educational plans of young adults. While your participation is voluntary and you may choose not to answer any question, the information you give us is protected under the Privacy Act of 1974. This means your answers will be kept confidential and your identity will never be known to anyone except the research project staff. We are authorized to conduct this study under United States Code 10-503 and 2358 and Executive Order No. 9397.

402 WHAT IS THE GENDER OF THE PERSON ON THE LINE? [ASK IF NECESSARY:
Are you male or female?]

- 1 = MALE
- 2 = FEMALE

403 Just to be sure that the information we got earlier is correct,
what was your age on your last birthday?

ENTER AGE IN YEARS FORMAT: 12
RANGE: 16-24

404

Now I have a few questions about your educational experiences and plans. What is the highest grade or year of school or college that you have completed and gotten credit for?

GRADE SCHOOL

07 = LESS THAN 8th GRADE

08 = 8th GRADE

HIGH SCHOOL

09 = 9th GRADE

10 = 10th GRADE

11 = 11th GRADE

12 = 12th GRADE

4-YEAR COLLEGE OR UNIVERSITY

13 = 1st (FRESHMAN) YEAR

14 = 2nd (SOPHOMORE) YEAR

15 = 3rd (JUNIOR) YEAR

16 = 4th (SENIOR) YEAR

RESOLVE + {GRADUATE OR PROFESSIONAL SCHOOL

17 = 5th YEAR COLLEGE/1st YR GRAD or PROF SCHOOL

18 = 2nd YEAR GRAD or PROF SCHOOL

19 = 3RD YEAR GRAD or PROF SCHOOL

20 = MORE THAN 3 YEARS GRAD or PROF SCHOOL

RESOLVE + {JUNIOR OR COMMUNITY COLLEGE

21 = 1st YEAR

22 = 2nd YEAR

RESOLVE + {VOCATIONAL, BUSINESS, OR TRADE SCHOOL

23 = 1st YEAR

24 = 2nd YEAR

25 = MORE THAN 2 YEARS

RESOLVE + {

98 = DK + [OUT OF RANGE]

99 = RE

RESOLVE +

405 What kinds of degrees, diplomas, or certificates have you received from the school(s) you've attended or for the training you've received? [ENTER CODE FOR EACH MENTION.]

01 = NONE → [ALLOWED FOR FIRST ENTRY ONLY, SKIP TO Q.407.]

02 = ADULT BASIC EDUCATION (ABE) CERTIFICATE

03 = GENERAL EDUCATIONAL DEVELOPMENT (GED) H.S. EQUIVALENCY CERTIFICATE

04 = HIGH SCHOOL DIPLOMA

05 = CERTIFICATE FROM VOCATIONAL, BUSINESS OR TRADE SCHOOL (e.g., LICENSE TO PRACTICE A TRADE).

RESOLVE → { 06 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE (ASSOCIATE) DEGREE
07 = BACHELOR'S DEGREE
08 = ADVANCED GRADUATE OR PROFESSIONAL DEGREE (e.g., Masters, Ph.D., M.D., J.D., D.D.S.)

09 = OTHER DEGREE, DIPLOMA, CERTIFICATE

SKIP	IF Q.404 ≤ 11, SKIP TO Q.407
------	------------------------------

406 Do you have a regular high school diploma, a GED, an ABE, or some other kind of certificate (of high school completion)?

1 = REGULAR HIGH SCHOOL DIPLOMA

2 = ABE (ADULT BASIC EDUCATION) CERTIFICATE (e.g., CORRESPONDENCE, NIGHT SCHOOL)

3 = GED (GENERAL EDUCATIONAL DEVELOPMENT) EQUIVALENCY CERTIFICATE

4 = SOME OTHER KIND OF CERTIFICATE OF HIGH SCHOOL EQUIVALENCY

5 = NONE OF THE ABOVE

407 (In October, will you be/Are you) enrolled in any school, college, vocational or technical program, apprenticeship, or job training course?

1 = YES

2 = NO

8 = DK } → [SKIP TO Q.409B.]

9 = RE

408A What kind of school or training program (will you be/are you) enrolled in? [IF MULTIPLE RESPONSES, ENTER HIGHEST CODE.]

01 = NO SCHOOLS OR TRAINING PROGRAM → [1st ENTRY ONLY, SKIP TO Q.409B.]

IF Q.404 { 02 = ADULT BASIC EDUCATION (ABE) (H.S. COURSES IN NIGHT SCHOOL
⇒ 12 OR BY CORRESPONDENCE)
RESOLVE { 03 = TAKING HIGH SCHOOL COURSES IN REGULAR, DAY HIGH SCHOOL
04 = GED OR H.S. EQUIVALENCY PROGRAM

05 = SKILL DEVELOPMENT PROGRAM (e.g., PUBLIC EMPLOYMENT, JOBS, OIC, WIN, JTPA)

06 = ON-THE-JOB TRAINING PROGRAM

07 = APPRENTICESHIP PROGRAM

IF Q.404 { 08 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL
<12, 09 = 2-YEAR JUNIOR OR COMMUNITY COLLEGE
RESOLVE { 10 = 4-YEAR COLLEGE OR UNIVERSITY

SKIP

IF Q.408A ≠ 03 OR ≠ 09 OR ≠ 10, SKIP TO Q.409A.

408B (Will you be/Are you) in the (9th/10th/11th/12th) grade/(1st/2nd) year of college) (in October 1986/now)?

1 = YES → [Assign value: Q408C = Q.404 +1; SKIP TO Q.409A.]

2 = NO

408C What grade or year of college (will you be/are you) enrolled in (in October 1986/now)?

07 = LESS THAN 8th GRADE

08 = 8th GRADE

09 = 9th GRADE

10 = 10th GRADE

11 = 11th GRADE

12 = 12th GRADE

13 = 1st (FRESHMAN) YEAR OF 4-YEAR COLLEGE OR UNIVERSITY

14 = 2nd (SOPHOMORE) YEAR OF 4-YEAR COLLEGE OR UNIVERSITY

21 = 1st YEAR OF JUNIOR COLLEGE OR UNIVERSITY

22 = 2nd YEAR OF JUNIOR COLLEGE OR UNIVERSITY

23 = 1st YEAR OF VOCATIONAL, BUSINESS OR TRADE SCHOOL

24 = 2nd YEAR OF VOCATIONAL, BUSINESS OR TRADE SCHOOL

25 = BEYOND 2nd YEAR OF VOCATIONAL, BUSINESS, OR TRADE SCHOOL

98 = DK

99 = RE

- 409A (Will you be/Are you) enrolled ...
1 = full-time or }
2 = part-time } → [SKIP TO Q.410.A]
- 409B When did you last attend school? Please give me the month and year.
ENTER MONTH FORMAT: 12 [USE LEADING ZERO]
 RANGE: 01 - 12
ENTER YEAR FORMAT: 12
 RANGE: 75 - 86
- 410A Think about the 1987-1988 school year--that is, the school year after the one that starts this fall. Would you like to get more education or training by attending some kind of school or college during the '87-'88 school year?
1 = YES → [SKIP TO Q.411.]
2 = NO
- 410B How about sometime further into the future--would you like to get more schooling?
1 = YES
2 = NO }
8 = DK } → [SKIP TO Q.415.]
9 = RE }
- 411 What kind of school or college would you like to attend?
1 = HIGH SCHOOL → [SKIP TO Q.415.]
2 = VOCATIONAL, BUSINESS, OR TRADE SCHOOL
3 = TWO-YEAR JUNIOR OR COMMUNITY COLLEGE
4 = FOUR-YEAR COLLEGE OR UNIVERSITY
5 = GRADUATE OR PROFESSIONAL SCHOOL
- 412 Would that be as a full-time or part-time student?
1 = FULL-TIME
2 = PART-TIME

- 413 Considering all school and living expenses, approximately how much do you think it will cost you for one year of college or vocational training? Will it cost...
[PROBE: Just your best guess will do.]

1 = less than 1,000 dollars,
2 = at least 1,000 but less than 2,000 dollars,
3 = at least 2,000 but less than 3,000 dollars,
4 = at least 3,000 but less than 4,000 dollars
5 = at least 4,000 but less than 5,000 dollars, or
6 = 5,000 dollars or more?

- 414 Taking into account scholarships, government grants and loans, your own savings and earnings, and help from your family, how much of your yearly school and living expenses could you cover if you go to school? Would you say...

1 = all of your expenses,
2 = more than three-fourths
3 = about three-fourths,
4 = about half,
5 = about one-fourth
6 = less than one-fourth, or
7 = none of your expenses?

- 415 (Although you do not plan to be attending school in 1987-1988, what/What) is the highest grade or year of school or college that you would eventually like to complete?

GRADE SCHOOL

07 = LESS THAN 8th GRADE

08 = 8th GRADE

HIGH SCHOOL

09 = 9th GRADE

10 = 10th GRADE

11 = 11th GRADE

12 = 12th GRADE

4-YEAR COLLEGE OR UNIVERSITY

13 = 1st (FRESHMAN) YEAR

14 = 2nd (SOPHOMORE) YEAR

15 = 3rd (JUNIOR) YEAR

16 = 4th (SENIOR) YEAR

GRADUATE OR PROFESSIONAL SCHOOL

17 = 5th YEAR COLLEGE/1st YR GRAD or PROF SCHOOL

18 = 2nd YEAR GRAD or PROF SCHOOL

19 = 3rd YEAR GRAD or PROF SCHOOL

20 = MORE THAN 3 YEARS GRAD or PROF SCHOOL

JUNIOR OR COMMUNITY COLLEGE

21 = 1st YEAR

22 = 2nd YEAR

VOCATIONAL, BUSINESS, OR TRADE SCHOOL

23 = 1st YEAR

24 = 2nd YEAR

25 = MORE THAN 2 YEARS

98 = DK + [OUT OF RANGE]

99 = RE

- 416 Are you currently employed, either full time or part time?

1 = YES + [SKIP TO Q.422A.]

2 = NO

- 417 Are you looking for work now?

1 = YES

2 = NO

- 419 Have you ever had a job for pay?

1 = YES + [SKIP TO Q.422B.]

2 = NO } + [SKIP TO Q.434.]

9 = RE

422A Have you been looking for ...

- 1 = a new job,
- 2 = an additional job, or
- 3 = some other way to increase your income?
- 4 = NOT LOOKING.

422B During the last 12 months, how many weeks were you employed in which you worked for pay at least 10 hours per week?

ENTER NUMBER OF WEEKS

FORMAT: 12 [USE LEADING ZERO]

RANGE: 00 - 52

Now, I have some questions about your (present/last) employment. If you (have/had) more than one job at the same time, I want you to answer for your main job. Usually, that's the job you work(ed) the most hours at, but you should answer for the job that you consider to (be/have been) your main job.

424A How many hours per week (do/did) you usually work at your (main/last) job?

ENTER NUMBER OF HOURS

FORMAT: 12 [USE LEADING ZERO]

RANGE: 01-80

SKIP	IF Q.416 \neq 2, SKIP TO Q.430.
------	-----------------------------------

424B When did you last work for pay? Please give me the month and year.

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO]

RANGE: 01-12

ENTER YEAR

FORMAT: 12

RANGE: 73 - 86

430 At your (main/last) job, (are/were) you...

- 1 = an employee of a private company,
- 2 = a government employee
- 3 = self-employed in your own business, or
- 4 = working without pay in a family business or farm?

431 How satisfied (are/were) you with your (present/last) job?
(Are/were) you...

- 1 = extremely satisfied,
- 2 = somewhat satisfied,
- 3 = neither satisfied nor dissatisfied
- 4 = somewhat dissatisfied, or
- 5 = extremely dissatisfied?

434 If you were to get a (different) full-time job within the next year, what wage, salary, or other rate of pay do you think you would earn?

ENTER AMOUNT OF PAY FORMAT: 12345.67
RANGE: [SEE Q.435.]

435 Is that per... [PROBE: I have to be able to record that rate of pay using these time periods. Is that per...]

- | | |
|---------------------|--------------------------------|
| 1 = hour, | Q.434 RANGE: 1.00 - 25.00 |
| 2 = per day, | Q.434 RANGE: 3.00 - 100.00 |
| 3 = per week, | Q.434 RANGE: 20.00 - 600.00 |
| 4 = every two weeks | Q.434 RANGE: 20.00 - 1,100.00 |
| 5 = twice a month, | Q.434 RANGE: 20.00 - 1,100.00 |
| 6 = per month, or | Q.434 RANGE: 30.00 - 3,000.00 |
| 7 = per year? | Q.434 RANGE: 80.00 - 50,000.00 |

436 How easy or difficult is it for someone your age to get a full-time job in your community? Is it.

- 1 = almost impossible,
- 2 = very difficult,
- 3 = somewhat difficult, or
- 4 = not difficult at all?

437 And how easy or difficult is it for someone your age to get a part-time job in your community? Is it...

- 1 = almost impossible,
- 2 = very difficult,
- 3 = somewhat difficult, or
- 4 = not difficult at all?

438 Now, let's talk about your plans for the next few years. What do you think you might be doing? [PROBE: Anything else?] [ENTER CODE FOR ALL MENTIONS.]

- 1 = GOING TO SCHOOL
 - 2 = WORKING
 - 3 = DOING NOTHING
 - 4 = OTHER
 - 5 = JOINING THE MILITARY/SERVICE
- } → [SKIP TO Q.501.]

440 You said you might be joining the military. Which branch of the service would that be?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = COAST GUARD
- 4 = MARINE CORPS
- 5 = NAVY
- 8 = DK } [SKIP TO Q.501.]
- 9 = RE }

441 Which type of service would that be? Would it be...

- 1 = active duty,
- 2 = the Reserves, or
- 3 = the National Guard?

442 If you found for some reason you couldn't join the (Q.440 SERVICE), what service would be your next choice?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = COAST GUARD
- 4 = MARINE CORPS
- 5 = NAVY
- 6 = NONE } +[SKIP TO Q.501.]
- 8 = DK }
- 9 = RE }

443 Which type of service would that be? Would it be...

- 1 = active duty,
- 2 = the Reserves, or
- 3 = the National Guard?

Questionnaire Sections B and C

Now, I'm going to read you a list of several things which young (men/women) your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that.

501 First, how likely is it that you will be working as a (waitress in a restaurant/laborer in construction)? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

502 How likely it is that you will be working at a desk in a business office? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

503 How likely is it that you will be serving in the military? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

504 How likely is it that you will be working as a (saleswoman/salesman)? Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?

SERIES 505, 507, 509-513 ASKED IN SEQUENTIAL ORDER AFTER RANDOM START.
--

505 How likely is it that you will be serving in the National Guard? (Would you say...

- 1 = definitely,
 - 2 = probably,
 - 3 = probably not, or
 - 4 = definitely not?)
 - 8 = DK
 - 9 = RE
- } → [SKIP TO Q.507.]

506 Is that the...

- 1 = Air National Guard, or the
- 2 = Army National Guard?

507 How likely is it that you will be serving in the Reserves?
(Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or)
- 4 = definitely not?) }+[SKIP TO Q.509.]
- 8 = DK
- 9 = RE

508 Is that the...

- 1 = Air Force Reserve,
- 2 = the Army Reserve,
- 3 = the Coast Guard Reserve,
- 4 = the Marine Corps Reserve, or
- 5 = the Naval Reserve?

509 How likely is it that you will be serving on active duty in the
Coast Guard? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

510 How likely is it that you will be serving on active duty in the
Army? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

511 How likely is it that you will be serving on active duty in the
Air Force? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

512 How likely is it that you will be serving on active duty in the Marine Corps? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

513 How likely is it that you will be serving on active duty in the Navy? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

514 Now, how likely is it that you will be going to college? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

515 How likely is it that you will be going to vocational or technical school? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

SKIP	IF MALE, SKIP TO Q.517.
------	-------------------------

516 How likely is it that you will be a full-time homemaker? (Would you say...

- 1 = definitely,
- 2 = probably,
- 3 = probably not, or
- 4 = definitely not?)

517 We've talked about several things you might be doing in the next few years. Taking everything into consideration, what are you most likely to be doing (in October 1987--that is, a year from this fall/after you finish high school)?

- | | |
|---------------------------------|---------------------------|
| 1 = GOING TO SCHOOL FULL-TIME | [IF "GOING TO SCHOOL" |
| 2 = GOING TO SCHOOL PART-TIME | OR "WORKING," PROBE: |
| 3 = WORKING FULL-TIME | Will that be full-time or |
| 4 = WORKING PART-TIME | part-time?] |
| 5 = SERVING IN THE MILITARY | |
| 6 = BEING A FULL-TIME HOMEMAKER | |
| 7 = OTHER | |

SKIP A	IF Q.517 \neq 2 or \neq 4, SKIP TO "SKIP B"
--------	---

518 In addition to (going to school/working) part-time, what are you most likely to be doing (in October 1987/after you finish high school)?

- | | |
|---------------------------------|---------------------------|
| 1 = GOING TO SCHOOL FULL-TIME | [IF "GOING TO SCHOOL" |
| 2 = GOING TO SCHOOL PART-TIME | OR "WORKING," PROBE: |
| 3 = WORKING FULL-TIME | Will that be full-time or |
| 4 = WORKING PART-TIME | part-time?] |
| 5 = SERVING IN THE MILITARY | |
| 6 = BEING A FULL-TIME HOMEMAKER | |
| 7 = OTHER | |

SKIP B	IF ONLY 1 OF Q.510-Q.513 \leq 2, SKIP TO Q.521. IF ALL OF Q.510-Q.513 \Rightarrow 3, SKIP TO Q.522.
--------	--

520 You mentioned that you might serve in more than one military service. Which service are you most likely to serve in?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY

521 If you were to join the military service, when do you think you would join? Would you join...

- 1 = within 6 months,
- 2 = between 6 months and 1 year from now,
- 3 = more than 1 year from now but less than 2 years, or
- 4 = would you join more than 2 years from now?

561 Which service offers the largest educational benefits or do they all offer the same benefits? [PROBE: Just your best guess will do.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL SERVICES OFFER SAME BENEFITS.

563 As you understand it, do the educational benefits provide money for college or vocational training...

- 1 = while a person is still in the military,
- 2 = only after a person leaves the military, or
- 3 = both?

SKIP	IF ACTIVE-ONLY SUBSAMPLE, SKIP TO Q.601.
------	--

Now. I'm going to ask you a few questions about the National Guard and the Reserves. As you may know, once basic training is completed, National Guard and Reserve members train every month and also attend a longer training period every year called "annual training."

571 How many days do you think members of the National Guard and Reserve train each month, once their basic training is completed? Do not include days spent at annual training. [PROBE: Just your best guess will do.]

ENTER NUMBER OF TRAINING
DAYS PER MONTH

FORMAT: 12 [USE LEADING ZERO]
RANGE: 01-30

572 How many days do you think National Guard and Reserve members spend at annual training camp each year? [PROBE: Just your best guess will do.]

ENTER NUMBER OF DAYS
FOR ANNUAL TRAINING

FORMAT: 12 [USE LEADING ZERO]
RANGE: 01-90

- 573 How much money do you think someone beginning service in the Guard or Reserves earns for each eight-hour training day?
[PROBE: Just your best guess will do.]
- ENTER AMOUNT OF PAY PER DAY FORMAT: 123 [USE LEADING ZERO]
RANGE: 001-555

SKIP	IF Q.416 = > 2, SKIP TO Q.579. IF Q.416 = 1 AND (3 <= Q.430 <=4), SKIP TO Q.579.
------	---

- 574 Currently, initial training in the National Guard or Reserve requires 3 to 6 months, full-time. Do you think your employer would hold a job for you if you were away for 3 to 6 months?
- 1 = YES
2 = NO
- 575 If your employer held a job for you, do you think you would lose your job seniority during the initial 3 to 6 month training period for the National Guard or Reserves?
- 1 = YES
2 = NO
- 576 Does your employer have a specific policy about participation in the National Guard or Reserves?
- 1 = YES
2 = NO
- 577 With respect to Guard or Reserve participation, would you say your employer is ...
- 1 = positive,
2 = neutral, or
3 = negative?
- 578A Have you ever talked with any supervisor about your employer's policy about the National Guard or Reserves or has any supervisor ever talked about this with you?
- 1 = YES
2 = NO

578B Are there any laws to protect Guard and Reserve members from losing their jobs or job seniority if they are absent from work to attend military training?

- 1 = YES
- 2 = NO
- 8 = DK

579 How likely would you be to enlist in the National Guard or Reserves for eight years if you received a 2,000 dollar bonus for joining? Would you ...

- 1 = definitely enlist + [SKIP TO Q.582.]
- 2 = probably enlist,
- 3 = probably not enlist, or
- 4 = definitely not enlist?

580 What if you received a 4,000 dollar bonus for eight years in the National Guard or Reserves? Would you...

- 1 = definitely enlist, + [SKIP TO Q.582.]

IF Q.580 { 2 = probably enlist,
 >Q.579, { 3 = probably not enlist, or
 RESOLVE { 4 = definitely not enlist?

581 How about a 6,000 dollar bonus for eight years? (Would you...

- 1 = definitely enlist,

IF Q.581 { 2 = probably enlist,
 >Q.580, { 3 = probably not enlist, or
 RESOLVE { 4 = definitely not enlist?)

582 Is there a National Guard or Reserve unit located close enough to you for you to join?

- 1 = YES
- 2 = NO

Questionnaire Section D -- Advertising, Recruiter Contact, and Demographic Items

- 601 For which military services do you recall seeing or hearing advertising that encouraged people to enlist in one or more of the services? [ENTER CODE FOR EACH MENTION. PROBE: Any other services?]
- 0 = NONE + [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]
- 1 = AIR FORCE
2 = ARMY
3 = COAST GUARD
4 = MARINE CORPS
5 = NAVY
6 = NATIONAL GUARD/RESERVES
7 = ONE AD FOR ALL SERVICES
- 8 = DK + [ALLOWED FOR FIRST MENTION ONLY--SKIP TO Q.602.]
9 = RE + [ALLOWED FOR FIRST MENTION ONLY--SKIP TO INTRO. BEFORE Q.610.]

THE Q.602-Q.608 SERIES IS ASKED CONTINGENT UPON RESPONSES TO Q.601, ACCORDING TO THE FOLLOWING ROUTINE:

1. IF EVERY SERVICE WAS MENTIONED IN Q.601, SKIP TO Q.609A.
2. IF Q.601 \neq 7 AND RANDOM HALF-SAMPLE VALUE (RANGE = 00-99) < 50, ASK Q.608 BEFORE ASKING ANY OF Q.602-Q.607; OTHERWISE ASK Q.608 AFTER ASKING ALL OF Q.602-Q.607 (THAT HAVE TO BE ASKED).
3. PRESENT Q.602-Q.607 IN RANDOM ORDER. AS EACH QUESTION IN THE SERIES IS SELECTED BY THE RANDOMIZING ROUTINE FOR PRESENTATION, EXECUTE THE FOLLOWING STEP PRIOR TO ACTUAL PRESENTATION ON THE MONITOR: IF THE SERVICE WAS MENTIONED IN Q. 601, SKIP TO (THE NEXT QUESTION IN THE SERIES Q.602-Q.607/Q.608/Q.609A).

- 602 Do you recall seeing or hearing any advertising for the Air Force recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601

- 603 Do you recall seeing or hearing any advertising for the Army recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 604 Do you recall seeing or hearing any advertising for the Coast Guard recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 605 Do you recall seeing or hearing any advertising for the Marine Corps recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 606 Do you recall seeing or hearing any advertising for the Navy recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 607 Do you recall seeing or hearing any advertising for the National Guard/Reserves recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601
- 608 Do you recall seeing or hearing any advertising for all the services in one ad recently?
- 1 = YES
2 = NO
3 = MENTIONED IN Q.601

SKIP	IF NONE OF Q.602 - Q.608 = 1 OR = 3, SKIP TO INTRO BEFORE Q.610.
------	--

609A Other than trying to get you to enlist in the military, what was the main idea the advertising for (SERVICE SELECTED RANDOMLY FROM ALL SERVICES MENTIONED IN Q.601 AND ANY ADDITIONAL SERVICES WHOSE ADVERTISING WAS RECALLED IN Q.602-Q.608) was trying to get across?
[PROBE: What did it say or show?]

ENTER VERBATIM RESPONSE.

609B What slogan do you recall seeing or hearing in the advertising for the (Q.609A SERVICE)?

ENTER VERBATIM RESPONSE.

I am going to mention some slogans used by the military in its advertising. After I read each slogan, please tell me whether it is used by...

RANDOM HALF- SAMPLES	the Army, the Air Force, the Marine Corps, the Navy, or, by all four active duty services together in the same ad or commercial?	} + [SERVICES LISTED IN THIS SEQUENTIAL ORDER AFTER RANDOM START]
	all four active duty services together in the same ad or commercial, or by the Army, the Air Force, the Marine Corps or the Navy?	} + [SERVICES LISTED IN THIS SEQUENTIAL ORDER AFTER RANDOM START]

SERIES Q.610-Q.615B ASKED IN RANDOM ORDER.

- 610 Who in the military uses the advertising slogan, "Blank. It's not just a job. It's an adventure"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 611 Who in the military uses the advertising slogan, "The few. The proud. The Blank"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD
- 612 Who in the military uses the advertising slogan, "Be all you can be"?
- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 5 = ALL FOUR SERVICES IN SAME AD

AD-A185 380

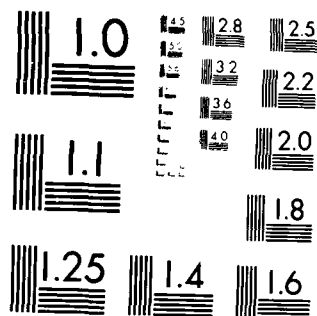
YOUTH ATTITUDE TRACKING STUDY II WAVE <17> -- FALL
<1986> SUPPLEMENTARY I. (U) RESEARCH TRIANGLE INST
RESEARCH TRIANGLE PARK NC R M BRAY ET AL. FEB 87
RTI/3624/06-01FR MDA903-86-C-0066 F/G 5/8

5/5

UNCLASSIFIED

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END
DATE
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12 87



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

613A Who in the military uses the advertising slogan, "We're looking for a few good men"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

614 Who in the military uses the advertising slogan, "It's a great place to start"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

615A Who in the military uses the advertising slogan, "Aim high.
Blank"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

615B Who in the military uses the advertising slogan, "We're not a company--we're a country"?

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL FOUR SERVICES IN SAME AD

616 Within the last 12 months, do you recall seeing any advertising for the military in magazines, newspapers, or on billboards?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } →[SKIP TO Q.618.]

617 For which military services did you see this kind of advertising?
[PROBE: Any others? ENTER CODE FOR EACH MENTION.]

- 1 = ARMY
- 2 = NAVY
- 3 = AIR FORCE
- 4 = MARINE CORPS
- 5 = COAST GUARD
- 6 = ALL ACTIVE SERVICES IN SAME AD
- 7 = ARMY NATIONAL GUARD
- 8 = ARMY RESERVE
- 9 = NAVAL RESERVE
- 10 = AIR NATIONAL GUARD
- 11 = AIR FORCE RESERVE
- 12 = MARINE CORPS RESERVE
- 13 = ALL NATIONAL GUARD/RESERVES

618 Within the last 12 months, do you recall any television or radio advertising for the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } + [SKIP TO Q.620.]

619 For which military services did you see or hear this kind of advertising? [PROBE: Any others? ENTER CODE FOR EACH MENTION.]

- 1 = ARMY
- 2 = NAVY
- 3 = AIR FORCE
- 4 = MARINE CORPS
- 5 = COAST GUARD
- 6 = ALL ACTIVE SERVICES IN SAME AD
- 7 = ARMY NATIONAL GUARD
- 8 = ARMY RESERVE
- 9 = NAVAL RESERVE
- 10 = AIR NATIONAL GUARD
- 11 = AIR FORCE RESERVE
- 12 = MARINE CORPS RESERVE
- 13 = ALL NATIONAL GUARD/RESERVES

SKIP	IF OLDER SUBSAMPLES, SKIP TO Q.628.
------	-------------------------------------

620 Within the last 12 months, have you received any military recruiting literature in the mail without asking for it?

1 = YES

2 = NO
8 = DK
9 = RE } → [SKIP TO Q.622.]

621 Which military services did you get literature about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = AIR FORCE
2 = ARMY
3 = MARINE CORPS
4 = NAVY
5 = ALL SERVICES TOGETHER
6 = NATIONAL GUARD
7 = RESERVES

622 Within the last 12 months, have you made a toll-free call for information about the military?

1 = YES

2 = NO
8 = DK
9 = RE } → [SKIP TO Q.625]

623 Which military services did you call about? [ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

1 = AIR FORCE
2 = ARMY
3 = MARINE CORPS
4 = NAVY
5 = ALL SERVICES TOGETHER
6 = NATIONAL GUARD
7 = RESERVES

625 Within the last 12 months, have you sent a postcard or coupon for information about the military?

1 = YES

2 = NO
8 = DK
9 = RE } → [SKIP TO Q.627.]

626 Which military services did you send for information about?
[ENTER CODE FOR EACH MENTION. DO NOT PROBE.]

- 1 = AIR FORCE
- 2 = ARMY
- 3 = MARINE CORPS
- 4 = NAVY
- 5 = ALL SERVICES TOGETHER
- 6 = NATIONAL GUARD
- 7 = RESERVES

627 Within the last 12 months, have you visited a recruiting station for information about the military?

- 1 = YES
- 2 = NO

628 Have you ever talked with any military recruiter to get information about the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } + [SKIP TO Q.630.]

629 What service or services of the military did the recruiter represent? [ENTER CODE FOR EACH MENTION. PROBE: Any other service's recruiter? UNTIL NO MORE MENTIONS.]

- 1 = AIR FORCE
 - 2 = ARMY
 - 3 = MARINE CORPS
 - 4 = NAVY
 - 8 = DK
 - 9 = RE
- } [SKIP TO Q.645.]

SKIP	IF Q.629 = 1, SKIP TO Q.631. IF Q.629 ≠ 1 AND Q.629 = 2, SKIP TO Q.634. IF Q.629 ≠ 1 OR 2 AND Q.629 = 3, SKIP TO Q.637. IF Q.629 ≠ 1 OR 2 OR 3 AND Q.629 = 4, SKIP TO Q.640.
------	---

630 Do you think that, in the future, you might talk to a recruiter to get information about the military?

1 = YES }
 2 = NO }
 8 = DK } →[SKIP TO Q.645.]
 9 = RE }

631 Did the Air Force recruiter represent the... [ENTER CODE FOR EACH MENTION.]

1 = active Air Force,
 2 = the Air Force Reserve, or
 3 = the Air National Guard?

632A How did you and the Air Force recruiter get in touch the first time you talked? Did you...

1 = get a phone call from the recruiter, or }
 2 = did you call the recruiter, or }
 3 = talk at a recruiting station, or } →[SKIP TO Q.633.]
 4 = talk at a job fair, or }
 5 = talk at school, or }
 6 = did you get in touch some other way? }

632B How did you and the Air Force recruiter get in touch the first time you talked?

ENTER VERBATIM RESPONSE.

633 When did you last talk with the Air Force recruiter--what month and year was your last contact with an Air Force recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]
 RANGE: 01-12

ENTER YEAR

FORMAT: 12
 RANGE: 73-86

SKIP	IF Q.629 ≠ 2 AND Q.629 = 3, SKIP TO Q.637. IF Q.629 ≠ 2 OR 3 AND Q.629 = 4, SKIP TO Q.640. IF Q.629 ≠ 2 OR 3 OR 4, SKIP TO Q.645.
------	---

634 Did the Army recruiter represent the... [ENTER CODE FOR EACH MENTION.]

- 1 = active Army,
- 2 = the Army Reserve, or
- 3 = the Army National Guard?

635A How did you and the Army recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
 - 2 = did you call the recruiter, or
 - 3 = talk at a recruiting station, or
 - 4 = talk at a job fair, or
 - 5 = talk at school, or
- }+[SKIP TO Q.636.]

6 = did you get in touch some other way?

635B How did you and the Army recruiter get in touch the first time your talked?

ENTER VERBATIM RESPONSE.

636 When did you last talk with the Army recruiter--what month and year was your last contact with an Army recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]
RANGE: 01-12

ENTER YEAR

FORMAT: 12
RANGE: 73-86

SKIP	IF Q.629 ≠ 3 AND Q.629 = 4, SKIP TO Q.640. IF Q.629 ≠ 3 OR 4, SKIP TO Q.645.
------	---

637 Did the Marine Corps recruiter represent the...

- 1 = active Marine Corps, or
- 2 = the Marine Corps Reserve?
- 3 = BOTH OF THE COMPONENTS ABOVE

638A How did you and the Marine Corps recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
 - 2 = did you call the recruiter, or
 - 3 = talk at a recruiting station, or
 - 4 = talk at a job fair, or
 - 5 = talk at school, or
 - 6 = did you get in touch some other way?
- }+ [SKIP TO Q.639.]

638B How did you and the Marine Corps recruiter get in touch the first time you talked?

ENTER VERBATIM RESPONSE.

639 When did you last talk with the Marine Corps recruiter--what month and year was your last contact with a Marine Corps recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]
RANGE: 01-12

ENTER YEAR

FORMAT: 12
RANGE: 73-86

SKIP	IF Q.629 ≠ 4, SKIP TO Q.645.
------	------------------------------

640 Did the Navy recruiter represent the...

- 1 = active Navy, or
- 2 = the Naval Reserves?
- 3 = BOTH OF THE COMPONENTS ABOVE

641A How did you and the Navy recruiter get in touch the first time you talked? Did you...

- 1 = get a phone call from the recruiter, or
 - 2 = did you call the recruiter, or
 - 3 = talk at a recruiting station, or
 - 4 = talk at a job fair, or
 - 5 = talk at a school, or
 - 6 = did you get in touch some other way?
- } + [SKIP TO Q.642.]

641B How did you and the Navy recruiter get in touch the first time you talked?

ENTER VERBATIM RESPONSE.

642 When did you last talk with the Navy recruiter--what month and year was your last contact with a Navy recruiter?

ENTER MONTH

FORMAT: 12 [USE LEADING ZERO.]
RANGE: 01-12

ENTER YEAR

FORMAT: 12
RANGE: 73-86

645 Have you ever taken the three-hour written test called the ASVAB that is required to enter the military?

1 = YES → [SKIP TO Q.647.]

2 = NO

8 = DK

646 Do you think you might take the written test required for the military in the future?

1 = YES
2 = NO
8 = DK } → [SKIP TO Q.649.]

647 Where did you take this written test? Did you take the ASVAB...

1 = at your high school,

2 = at a Military Entrance Processing Station (MEPS), OR

3 = somewhere else?

Now, I'd like to get some opinions about the four active-duty Services. Please tell me which Service, if any, you think about first when I mention each item.

SERIES Q.650--Q.659 ASKED IN RANDOM ORDER.

WITHIN EACH QUESTION IN THE SERIES Q.650--Q.659, THE SERVICES ARE LISTED IN ONE OF FOUR SEQUENCES. THE PARTICULAR SEQUENCE IS DETERMINED RANDOMLY BEFORE ANY QUESTION IN THE SERIES IS PRESENTED AND THAT SEQUENCE IS USED FOR EVERY QUESTION IN THE SERIES.

650 (Which one Service do you think of first when I mention...)

"Provides money for education? Do you first think of the...

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "provides money for education?"]

651 (Which one Service do you think of first when I mention...)

"Lack of personal freedom?" (Do you first think of the ...

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "lack of personal freedom?"]

652 (Which one Service do you think of first when I mention...)

"Teaches valuable skills and trades?" (Do you first think of the...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "teaches valuable skills and trades?"]

653 (Which one Service do you think of first when I mention...)

"Extended duty away from immediate family?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: "Which one Service do you think of first when I mention extended duty away from immediate family?"]

654 (Which one Service do you think of first when I mention...)

"Opportunities for promotion and advancement?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "opportunities for promotion and advancement?"]

655 (Which one Service do you think of first when I mention...)

"Equal pay and advancement for men and women?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "equal pay and advancement for men and women?"]

656 (Which one Service do you think of first when I mention...)

"Assignment to work that does not prepare you for a civilian career?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "assignment to work that does not prepare you for a civilian career?"]

657 (Which one Service do you think of first when I mention...)

"Defending your country?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "defending your country?"]

658 (Which one Service do you think of first when I mention...)

"Working in a high-technology environment?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "working in a high-technology environment?"]

659 Which one Service do you think of first when I mention...

"Work in or near a combat zone?" (Do you first think of the ...)

- 1 = (Army/Navy/Marines/Air Force),
- 2 = (Navy/Marines/Air Force/Army),
- 3 = (Marines/Air Force/Army/Navy), or
- 4 = (Air Force/Army/Navy/Marines)?)
- 6 = NONE OF THE SERVICES

[IF MORE THAN ONE SERVICE MENTIONED, PROBE: Which one Service do you think of first when I mention "work in or near a combat zone?"]

682 Has a good friend or close relative of yours signed up with one of the military services within the last 6 months?

- 1 = YES
- 2 = NO

683 Within the last year or so, have you discussed with anyone the possibility of your serving in the military?

- 1 = YES
 - 2 = NO
 - 8 = DK
 - 9 = RE
- } + [SKIP TO Q.690.]

684A With whom did you discuss serving in the military? [DO NOT READ LIST. PROBE: Anyone else?] [ENTER CODE FOR EACH MENTION.]

01 = FRIENDS
 02 = MOTHER
 03 = FATHER
 04 = A BROTHER OR SISTER
 05 = SOME OTHER RELATIVE
 06 = BOY/GIRL FRIEND OR SPOUSE
 07 = A TEACHER
 08 = A COUNSELOR AT SCHOOL
 09 = A RECRUITER
 10 = A CO-WORKER
 11 = AN EMPLOYER

SKIP	IF Q.684A ≠ 1 OR ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 OR ≠ 6, SKIP TO Q.690. IF Q.684A ≠ 1 OR ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 AND = 6, SKIP TO Q.684B6 IF Q.684A ≠ 1 OR ≠ 2 OR ≠ 3 OR ≠ 4 AND = 5, SKIP TO Q.684B5. IF Q.684A ≠ 1 OR ≠ 2 OR ≠ 3 AND = 4, SKIP TO Q.684B4. IF Q.684A ≠ 1 OR ≠ 2 AND = 3, SKIP TO Q.684B3. IF Q.684A ≠ 1 AND = 2, SKIP TO Q.684B2.
------	--

684B1 (Is this/Are any of these) friend(s) currently serving on active duty in the military?

1 = YES
 2 = NO

SKIP	IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 OR ≠ 6), SKIP TO Q.690. IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 AND = 6), SKIP TO Q.684B6. IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 AND = 5), SKIP TO Q.684B5. IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 OR ≠ 3 AND = 4), SKIP TO Q.684B4. IF Q.684B1 ≠ 1 AND (Q.684A ≠ 2 AND = 3), SKIP TO Q.684B3. IF Q.684B1 ≠ 1 AND Q.684 = 2, SKIP TO Q.684B2.
------	--

SKIP	<p>IF Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 OR ≠ 6, SKIP TO Q.690.</p> <p>IF Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 OR ≠ 5 AND = 6, SKIP TO Q.684B6.</p> <p>IF Q.684A ≠ 2 OR ≠ 3 OR ≠ 4 AND = 5, SKIP TO Q.684B5.</p> <p>IF Q.684A ≠ 2 OR ≠ 3 AND = 4, SKIP TO Q.684B4.</p> <p>IF Q.684A ≠ 2 AND = 3, SKIP TO Q.684B3.</p>
------	--

684B2 Is your mother currently serving on active duty in the military?

- 1 = YES
2 = NO

SKIP	<p>IF Q.684A ≠ 3 OR ≠ 4 OR ≠ 5 OR ≠ 6, SKIP TO Q.690.</p> <p>IF Q.684A ≠ 3 OR ≠ 4 OR ≠ 5 AND = 6, SKIP TO Q.684B6.</p> <p>IF Q.684A ≠ 3 OR ≠ 4 AND = 5, SKIP TO Q.684B5.</p> <p>IF Q.684A ≠ 3 AND = 4, SKIP TO Q.684B4.</p>
------	---

684B3 Is your father currently serving in the active duty in the military?

- 1 = YES
2 = NO

SKIP	<p>IF Q.684A ≠ 4 OR ≠ 5 OR ≠ 6, SKIP TO Q.690.</p> <p>IF Q.684A ≠ 4 OR ≠ 5 AND = 6, SKIP TO Q.684B6.</p> <p>IF Q.684A ≠ 4 AND = 5, SKIP TO Q.684B5.</p>
------	---

Q684B4 Is your brother or sister currently serving on active duty in the military?

- 1 = YES
- 2 = NO

SKIP	IF Q.684A ≠ 5 OR ≠ 6, SKIP TO Q.690. IF Q.684A ≠ 5 AND = 6, SKIP TO 684B6.
------	---

Q684B5 Is your (other relative) currently serving on active duty in the military?

- 1 = YES
- 2 = NO

SKIP	IF Q.684A ≠ 6, SKIP TO Q.690.
------	-------------------------------

684B6 Is your ((boy/girl) friend/spouse) currently serving on active duty in the military?

- 1 = YES
- 2 = NO

690 If a good friend of yours asked your advice about seeing a military recruiter, would you say it was...

- 1 = a waste of time,
- 2 = up to him or her, or
- 3 = a good idea?

691 How do the people who matter most to you feel about your serving in the active military? Would you say that most of them are...

- 1 = very favorable
- 2 = somewhat favorable,
- 3 = neither favorable nor unfavorable,
- 4 = somewhat unfavorable, or
- 5 = very unfavorable toward your serving in the active military?

692 How do you feel about serving in the active military yourself?
Are you...

- 1 = very favorable
- 2 = somewhat favorable,
- 3 = neither favorable nor unfavorable,
- 4 = somewhat unfavorable, or
- 5 = very unfavorable toward your serving in the active military?

Next, I have a few questions about your education.

698 Have you ever taken a college entrance examination such as the PSAT (Preliminary Scholastic Aptitude Test), the SAT (Scholastic Aptitude Test), or the ACT (American College Testing Program)?

- 1 = YES + [SKIP TO Q.700.]
- 2 = NO

699 In the future do you plan to take a college entrance examination?

- 1 = YES
- 2 = NO

SKIP	IF Q.404 <9 AND Q.407=> 2, SKIP TO Q.713A.
------	--

700 What grades (do/did) you usually get in high school?

- 1 = Mostly A's (a numerical average of 90-100)
- 2 = Mostly A's and B's (85-89)
- 3 = Mostly B's (80-84)
- 4 = Mostly B's and C's (75-79)
- 5 = Mostly C's (70-74)
- 6 = Mostly C's and D's (65-69)
- 7 = Mostly D's and F's (64 and below)

701 (Is/Was) your high school program...

- 1 = academic or college preparatory,
- 2 = commercial or business training,
- 3 = vocational or technical?

Now I have a list of high school mathematics and technical courses. As I read each one, please tell me whether you have taken or plan to take that course in regular high school.

702 Elementary algebra (ALGEBRA I)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

703 Plane geometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

704 Business math

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

705 Computer science

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

706 Intermediate algebra (ALGEBRA II)

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

707 Trigonometry

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

708 Calculus

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

709 Physics

- 1 = TAKEN
- 2 = PLAN TO TAKE
- 3 = NOT TAKEN

SKIP	IF OLDER MALE, SKIP TO Q.713A.
------	--------------------------------

710 (Does/Did) your high school have a computerized system that provide(s/d) information about careers?

- 1 = YES
- 2 = NO
- 3 = DK } → [SKIP TO Q.713A.]

711 In using this system, did you get any information about the military?

- 1 = YES
- 2 = NO
- 3 = DID NOT USE SYSTEM } → [SKIP TO Q.713A]

712 Did the information about the military that you got from the system increase your interest in the military?

- 1 = YES
- 2 = NO

713A What is the highest grade or year of school or college that your father completed?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (FRESHMAN)
- 14 = 2nd YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (SOPHOMORE)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JUNIOR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SENIOR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

713 What is the highest grade or year of school or college that your mother completed?

- 07 = LESS THAN 8th GRADE
- 08 = 8th GRADE
- 09 = 9th GRADE
- 10 = 10th GRADE
- 11 = 11th GRADE
- 12 = 12th GRADE
- 13 = 1st YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (FRESHMAN)
- 14 = 2nd YEAR COLLEGE/JR. or COMM. COLLEGE/VOCATIONAL, BUS., OR TRADE SCHOOL (SOPHOMORE)
- 15 = 3rd YEAR OF 4-YEAR COLLEGE (JUNIOR)
- 16 = 4th YEAR OF 4-YEAR COLLEGE (SENIOR)
- 17 = 5th YEAR COLLEGE/1st YEAR GRAD. OR PROF. SCHOOL
- 18 = 2nd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 19 = 3rd YEAR GRADUATE OR PROFESSIONAL SCHOOL
- 20 = MORE THAN 3 YEARS GRADUATE/PROFESSIONAL SCHOOL

713C Just to be sure we are representing all groups in our survey, I need to ask you a few more questions. Please tell me whether you are currently...

- 1 = married,
- 2 = widowed,
- 3 = separated,
- 4 = divorced, or
- 5 = are you single and never been married?

713D Not counting yourself (but counting your spouse), how many dependents do you have--that is, how many people depend on you for more than 50 percent of their support?

ENTER NUMBER OF DEPENDENTS FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00-10

713E How many brothers do you have? Please include step-brothers and half-brothers.

ENTER NUMBER OF BROTHERS FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00-27

713F How many sisters do you have? Please include step-sisters and half-sisters.

ENTER NUMBER OF SISTERS FORMAT: 12 [USE LEADING ZERO.]
RANGE: 00-27

Which of the following people live in the same household with you?

713G1 Your mother?

1 = YES

2 = NO + [PROBE: What about a step-mother or female guardian?]

713G2 Your father?

1 = YES

2 = NO + [PROBE: What about a step-father or male guardian?]

SKIP	IF Q.713E = 0 AND Q.713F = 0 AND Q.713C ≠ 1, SKIP TO Q.713G6. IF Q.713E = 0 AND Q.713F = 0 AND Q.713C = 1, SKIP TO Q.713G5. IF Q.713E = 0 AND Q.713F > 0, SKIP TO Q.713G4.
------	--

713G3 (Your brother(s)?)

1 = YES

2 = NO + [PROBE: What about step-brother(s) or half-brother(s)?]

SKIP	IF Q.713F = 0 AND Q.713C ≠ 1, SKIP TO Q.713G6. IF Q.713F = 0 AND Q.713C = 1, SKIP TO Q.713G5.
------	--

713G4 (Your sister(s)?)

1 = YES

2 = NO + [PROBE: What about step-sister(s) or half-sister(s)?]

SKIP	IF Q.713C ≠ 1, SKIP TO Q.713G6.
------	---------------------------------

713G5 (Your (husband/wife)?)

1 = YES

2 = NO

713G6 Your children?

1 = YES

2 = NO + [PROBE: What about step-children or wards?]

713G7 Any other relatives?

1 = YES

2 = NO

713G8 Any non-relatives?

- 1 = YES
- 2 = NO

SKIP	IF ANY OF Q.713G1 through Q.713G8 = 1, SKIP to Q.714.
------	---

713H Do you live alone then?

- 1 = YES

RESOLVE→ 2 = NO

- 8 = DK → [OUT OF RANGE.]

714 Do you consider yourself... [IF "HISPANIC" PROBE: Do you consider your race to be white, black, Asian, or American Indian?]

- 1 = white?
- 2 = black?
- 3 = Asian or Pacific Islander? (INCLUDES CHINESE, JAPANESE, FILIPINO, KOREAN, VIETNAMESE, PACIFIC ISLANDER, ASIAN INDIAN, OR OTHER ASIAN)
- 4 = American Indian or Alaskan Native?

715 Are you of Hispanic background? [INCLUDES SPANISH-AMERICAN, MEXICAN-AMERICAN, PUERTO RICAN, CHICANO, CUBAN-AMERICAN, ETC.]

- 1 = YES, HISPANIC BACKGROUND
- 2 = NO, NOT HISPANIC BACKGROUND

716 Now, I need to record your Social Security Number. By law, you do not have to tell me your Social Security Number, but it would help our study--so, can you tell me what it is? [PROBE: Would you look it up? I'll wait.]

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.

FORMAT: 123456789

- DK = Doesn't know
- N = No SSN
- RE = Refusal
- X = Asked questions

SKIP	IF Q.716 ≠ RE or X, SKIP TO Closing Statement.
------	--

717 We need this information for use in another study that matches enlistments in the Armed Forces to some of the ideas we've been discussing in this interview.

ENTER THE 9 DIGIT SOCIAL SECURITY NUMBER OR THE CHARACTERS BELOW.

FORMAT: 123456789

DK = Doesn't know
N = No SSN
RE = Refusal

DATE
FILMED
28